



2024 Socioeconomic Research of Minute Man National Historical Park

Report on 2024 Data Collection



British officers position their troops before a battle reenactment, portraying scenes from the Revolutionary War.
NPS / JULIE POLLOCK

2024 Socioeconomic Research of Minute Man National Historical Park: Report on 2024 Data Collection

Science Report NPS/SR—2026/406

Otak Inc.¹, RRC Associates Inc.², University of Montana³, GAIA Environmental Consulting LLC⁴

¹ Otak, Inc.

Portland, Oregon

² RRC Associates, Inc.

Boulder, Colorado

³ University of Montana

Institute for Tourism & Recreation Research

Missoula, Montana

⁴ GAIA Environmental Consulting, LLC

Fort Collins, Colorado

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Abstract

A strong mandate and need for socioeconomic monitoring have been expressed in the National Park Service (NPS) strategic goals for science, in statements by NPS leadership, and in various official reports. Since such monitoring began in 2022, the NPS has conducted visitor surveys at 24 parks per year across the United States and associated territories. Minute Man National Historical Park (Minute Man NHP) was selected as one of these units for 2024 implementation. This socioeconomic monitoring at Minute Man NHP uses a two-step survey methodology to capture a representative sample of park visitors during the peak season of each respective park unit. This process includes (1) an on-site intercept survey conducted via tablet, and (2) a post-trip survey (completed either by mail-back or online) for more in-depth trip details. The types of data collected include visitor demographics, trip characteristics/planning, and experience evaluations. Results are organized by these two survey instruments and are aimed at assisting park managers in understanding current utilization and perception of park resources, assessing operations and potential issues, and facilitating communication and decision-making processes within the park and between the park and its local partners and stakeholders. Results of this and studies at the 23 other park units sampled for 2024 contribute to a technical report on national-level findings.

Introduction

Social science research has become increasingly recognized as a crucial component of park planning, amplifying its significance for the National Park Service (NPS). With the ever-changing landscape of visitation and a desire to provide transformative visitor experiences, understanding the needs and expectations of the visiting public has become more important than ever before. The agency seeks to provide the highest quality visitor experience while also protecting the important natural and cultural resources that make these sites special.

A pilot visitor study was conducted in 2015/2016 across selected park units throughout the United States. Building upon the insights gleaned from the pilot study, the Socioeconomic Monitoring Program (SEM) Visitor Survey has been carried out each year starting in 2022 at 24 NPS units across the country per year. Minute Man National Historical Park (Minute Man NHP) was selected as one of these 24 units in 2024. The study aims to deepen understanding of visitor demographics and characteristics at Minute Man NHP.

This report presents the data and findings collected from the SEM Visitor Survey in 2024. The study gathers data at a comprehensive agency level, addressing the informational needs of park managers throughout the National Park System. The data collected during the 2024 SEM Visitor Survey sampling period are intended to provide park managers with data-supported insights into their visitors while enabling data analysis at the agency level and beyond for future applications.

This study collects information about visitor use, aids in finding effective management solutions, and offers insights into the visitors who experience NPS sites. The findings empower NPS managers to better comprehend visitor behaviors, inform park operations, and identify areas for enhancing the visitor experience. Moreover, these results are intended to facilitate communication and foster informed decision-making processes, both within the NPS unit and in collaboration with local partners and stakeholders.

This report does not include spending data, although it was collected as part of the study. For detailed information regarding visitor spending at Minute Man NHP, please refer to the 2024 Visitor Spending Effects report.

The research was carried out by a team including Otak, Inc., RRC Associates, Inc., the Institute for Tourism and Recreation Research at the University of Montana, and GAIA Environmental Consulting.

Methods

The SEM Visitor Survey methodology is designed to capture a representative sample of visitor information, characteristics, and behavior at each sampled park unit using the following methods:

1. An onsite intercept survey conducted via tablet, and
2. A post-trip follow-up survey (mail-back or online) for full trip details.

This comprehensive approach provides the necessary information to make on-the-ground decisions in park units using the intercept survey to capture visitor responses on higher priority information, while also capturing key in-depth information on visitor spending and trip characteristics for long-term planning from the post-trip survey. Additionally, the intercept survey is designed to be brief so as not to fundamentally affect visitors' experiences. The methods also permit a larger sample to be collected on key questions of interest by asking these high priority questions during the intercept survey.

Study Area

The Minute Man NHP local area map is shown in Figure 1. The local area around Minute Man NHP consists of the following counties in Massachusetts: Suffolk, Middlesex, Norfolk, and Essex. Within Minute Man NHP, the study area was comprised of nine locations. Table 1 lists those sites, and the number of onsite intercept surveys completed at each. The distribution of surveyor effort across sites was determined based on historical visitor volumes and spatial distribution across the park's key areas. Where available, Visitor Use Statistics estimates for monthly visitation at each site were used to assign surveyors proportionally to reflect visitor use patterns. Park staff were consulted prior to the study launch to confirm that these metrics accurately captured visitor flows, ensuring that sampling efforts were focused on the most popular and representative locations.

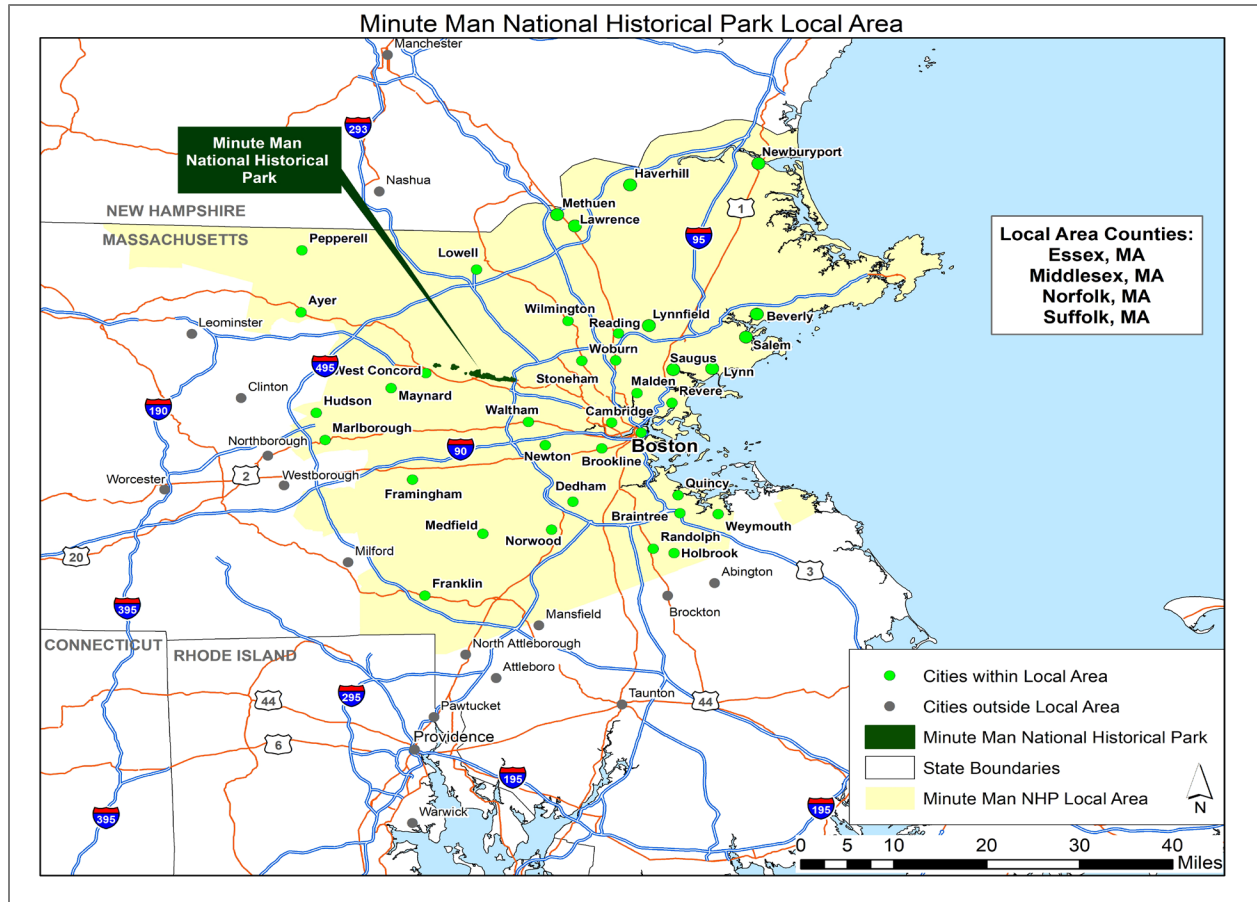


Figure 1. Minute Man NHP local area map.

NPS

Table 1. Intercept surveys conducted within Minute Man NHP.

Intercept Site	Completed Intercept Surveys	
	Number of Surveys	Percent of Surveys
North Bridge Visitor Center	257	37.2%
Minute Man Visitor Center trailhead	161	23.3%
Minute Man Visitor Center	103	14.9%
Fiske Hill	79	11.4%
Paul Revere	45	6.5%
Meriam's Corner	36	5.2%
North Bridge parking lot	5	0.7%
Wood St. parking lot	3	0.4%
Sargent's Field	1	0.1%

Sampling Period and Procedure

Intercept Survey

The on-site intercept survey is designed to rapidly collect visitor information as tablet-based responses, reaching the largest possible sample for the highest priority visitor information. The intercept sampling was conducted during the period of September 13th through 24th, 2024. A sample of visitors were intercepted while visiting Minute Man NHP across the designated locations listed in Table 1, above. The majority of respondents were visitors on foot at these locations.

Surveyors approached potential respondent groups at the site to introduce the purpose of the study and invite them to participate in a short 5–7-minute survey about their experience in Minute Man NHP (NPS 2024). Within the group, the adult with the next upcoming birthday was asked to participate. If the visitor was eligible (at least 18 years of age, not a Minute Man NHP employee, and had not previously taken the survey) and agreed to participate in the study, the surveyor verbally administered the survey questions and recorded the responses on a handheld tablet device. If the visitor did not agree, surveyors asked if they would be willing to answer three non-response bias questions (see the Non-Response Bias Analysis section, below). Upon complete or partial refusal, the surveyor would thank the visitor for their time, log the non-response, and approach the next visitor group.

At the end of the intercept survey, respondents were invited to participate in a post-trip survey by mail-back or online response. Those who agreed to participate were given an envelope containing a printed copy of the post-trip survey with a postage paid envelope for mailing it back, as well as a hyperlink and instructions for accessing it online. As part of the intercept protocol, surveyors logged a unique identifier (four-digit code) from the envelope into the tablet for future connection to the post-trip survey.

Therefore, four potential outcomes were possible when intercepting visitors (see Table 2):

1. Complete refusal, refused to answer any questions, including non-response bias questions;
2. Partial refusal, answered non-response bias questions but nothing further;
3. Completed intercept, but refused to take post-trip survey; or
4. Completed intercept and took post-trip survey.

During the sampling period, four surveyors were stationed simultaneously at different sampling sites. Start times varied day-to-day and by location to capture a diverse sample of visitors across Minute Man NHP. Each surveyor worked 10 seven-hour days (approximately six hours of data collection and a one-hour lunch break) and rotated among several sites. Each surveyor had two days off during the 12-day sampling window.

Table 2. Response outcomes—Minute Man NHP intercept survey.

Outcome	Total
Eligible visitors contacted	780
Complete refusals	35
Partial refusals (non-response bias questions completed)	55
Intercept surveys completed	690
Post-trip surveys distributed	616
Intercept response rate	88.5%
Post-trip acceptance rate	89.3%

Post-Trip Survey

The post-trip survey was distributed to participating respondents who completed the intercept survey and then agreed to take a follow-up survey after completing their trip to the NPS unit. This method extended data collection and asked participants to complete the survey after their visit, either through a provided postage-paid envelope, or online via a provided survey link. The post-trip survey covers visitor trip spending details, travel patterns, and perceptions of their recent visit (NPS 2024). Both the intercept survey and the post-trip survey were tagged with a unique identifier (four-digit code) for each respondent so their onsite intercept responses could be paired with their post-trip responses. Numbers were assigned at random to the individual. The use of this code allows the data to be joined, while keeping all surveys confidential and removing respondents' identifying information. Joining the two datasets provides a more complete picture of in-park experiences and post-visit perceptions.

At the end of the intercept survey, respondents were asked for their physical mailing address or email address. This allowed for a reminder postcard or email to be sent to all respondents who provided contact information about a week following the end of each onsite data collection period. This postcard or email thanked respondents for their original participation and encouraged them to complete the post-trip survey if they had not already done so.

Three weeks after postcard mailing, a second contact (with the same unique IDs) was delivered to all outstanding addresses/emails, noting that the individual's completed questionnaire had yet to be received. The mailed survey packets included replacement surveys and postage-paid, self-addressed return envelopes. A final contact was mailed/emailed to all remaining non-respondents four weeks after sending the second contact (i.e., first full replacement survey). Table 3 shows response rates for the post-trip survey.

Table 3. Response outcomes—Minute Man NHP post-trip survey.

Outcome	Total
Post-trip surveys distributed	616
Valid post-trip surveys completed	230
Response rate	37.3%

Non-Response Bias Analysis

To account for potential biases between respondents and non-respondents, three questions were asked of eligible visitors contacted who did not wish to participate in the survey. The responses to these three questions can then be compared to both the larger group of respondents who completed the intercept survey, and the smaller group who completed both the intercept and post-trip surveys.

The Office of Management and Budget recommends testing for non-response bias when a response rate is less than 80%. With an intercept survey response rate of 88.5%, concern over intercept non-response is muted. However, because the post-trip survey response rate (37.3%) did not meet the minimum threshold, bias testing was conducted to evaluate differences between those respondents who completed the full survey (both intercept and post-trip), and those who only completed the intercept portion.

A chi-square test for homogeneity was performed for each of the three questions to evaluate differences between the groups. The chi-square test for homogeneity is a statistical test used to determine whether there is a significant association between categorical variables. It compares observed data with expected frequencies to assess if any deviations are due to chance. A p-value of 0.05 is used as the indicated threshold of this significance; p-values of 0.05 or lower indicate significant difference between groups.

The distribution of responses among full survey respondents and intercept-only respondents differed significantly for one question, U.S. residency. International visitors are not as well represented in the full survey sample (3.0%) as desired, when compared to their proportion among respondents that only completed the intercept survey (8.3%). Results of the bias testing are shown in Tables 4 through 6.

Table 4. Post-trip survey non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around Minute Man NHP?” Note: p-value = 0.82.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	85	37.0%	174	37.8%
No	145	63.0%	286	62.2%

Table 5. Post-trip survey non-response bias question: “Do you currently live in the United States?” Note: p-value < 0.01.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	223	97.0%	422	91.7%
No	7	3.0%	38	8.3%

Table 6. Post-trip survey non-response bias question: “On this trip away from home, have you stayed, or will you stay overnight away from your permanent residence either in Minute Man NHP and/or within the local area?” Note: p-value = 0.18.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	124	53.9%	223	48.5%
No	106	46.1%	237	51.5%

Results

Results are presented separately for both the intercept and post-trip surveys throughout the following section. To preserve the data for additional analyses, outliers for open-ended numeric questions (e.g., nights spent, days in local area, etc.) have not been removed. Given these outliers, medians are shown instead of means throughout the report, in order to better represent the central tendency. Some questions were omitted because they were not applicable to this report.

Intercept Survey Results

The following section provides results of the 690 visitor intercept surveys conducted in Minute Man NHP from September 13th through 24th, 2024. All results are presented in this report, regardless of sample size, which varies by question. Caution is recommended in the interpretation of figures with sample size lower than $n = 30$. Categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option.

Questions 1–2: Visitor Residency

First, respondents were asked to indicate if they were permanent or seasonal residents of the local area around Minute Man NHP. Permanent and seasonal residents were then asked for their ZIP code within the local area. Respondents who do not reside permanently or seasonally in the local area were asked if they currently live in the U.S., and if so, for their ZIP code. Figure 2 depicts responses to this group of questions.

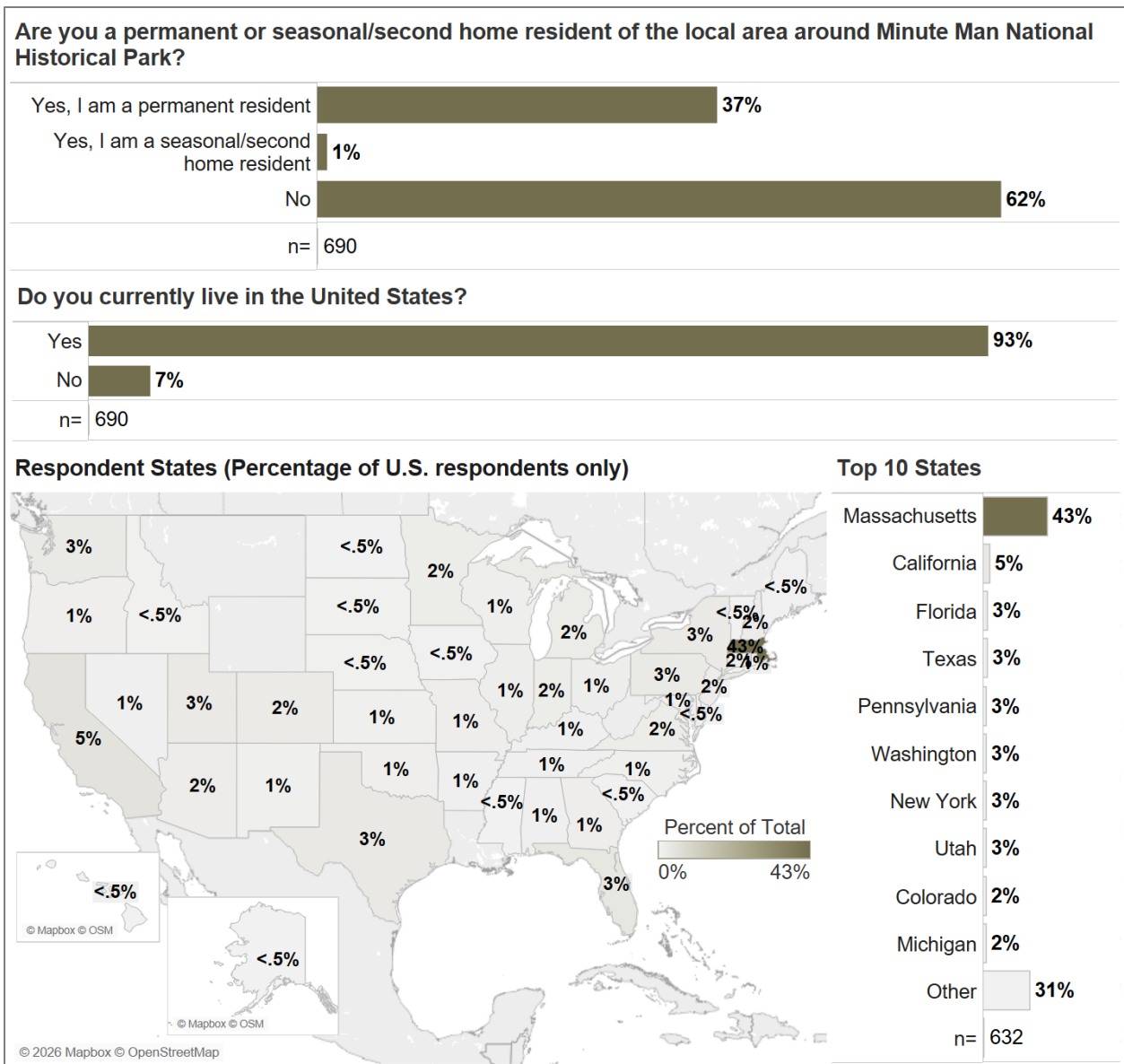


Figure 2. Respondent residency status and geographic origin of domestic visitors surveyed at Minute Man NHP.

NPS

- More than one-third of respondents (a combined 38%) stated that they were either permanent or seasonal residents of the local area around Minute Man NHP.
- There was a large geographic concentration of respondents from Massachusetts (where Minute Man NHP is located).
- Among the 93% of respondents currently residing in the U.S., 43% reside in Massachusetts, followed by California (5%), Florida (3%), Texas (3%), Pennsylvania (3%), Washington (3%), New York (3%), and Utah (3%).

Question 3: Trip Purpose

Respondents who are not permanent or seasonal residents of the local area were asked about the purpose for their overall trip away from home, while permanent or seasonal residents of the local area were asked about the purpose of their trip away from home “today,” the day they were intercepted in the park. Figure 3 depicts responses to this group of questions.

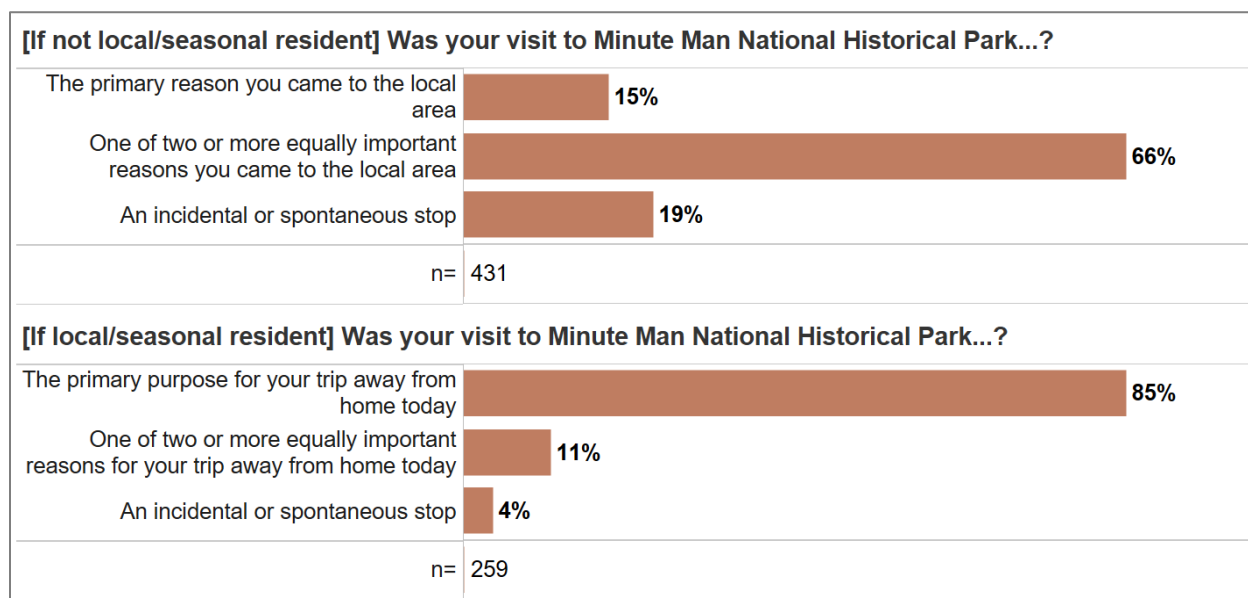


Figure 3. Role of Minute Man NHP in overall trip purpose.

NPS

- Two-thirds (66%) of respondents who resided outside the local area (i.e., Minute Man NHP local area, as depicted in Figure 1) stated that their visit to Minute Man NHP was one of two or more equally important reasons that brought them to the area.
- For 19% of non-local respondents, their visit to Minute Man NHP was an incidental or spontaneous stop while they were already in the area.
- The remaining 15% of non-local respondents indicated that visiting Minute Man NHP was the primary reason for their trip to the area.
- Among permanent or seasonal local resident respondents, most (85%) indicated that visiting Minute Man NHP was the primary purpose for their trip away from home on the day they participated in the survey. For 11%, their visit was one of two or more equally important reasons for their trip away from home that day, and for 4%, their visit was an incidental or spontaneous stop.

Question 4: Length of Stay

Respondents who are not permanent or seasonal residents of the local area around Minute Man NHP were also asked how many days they planned to spend within that local area, including days spent in the park. All respondents, regardless of residency, were asked whether they would be staying overnight away from their permanent residence within the local area. Responses to both of these questions are depicted in Figure 4.

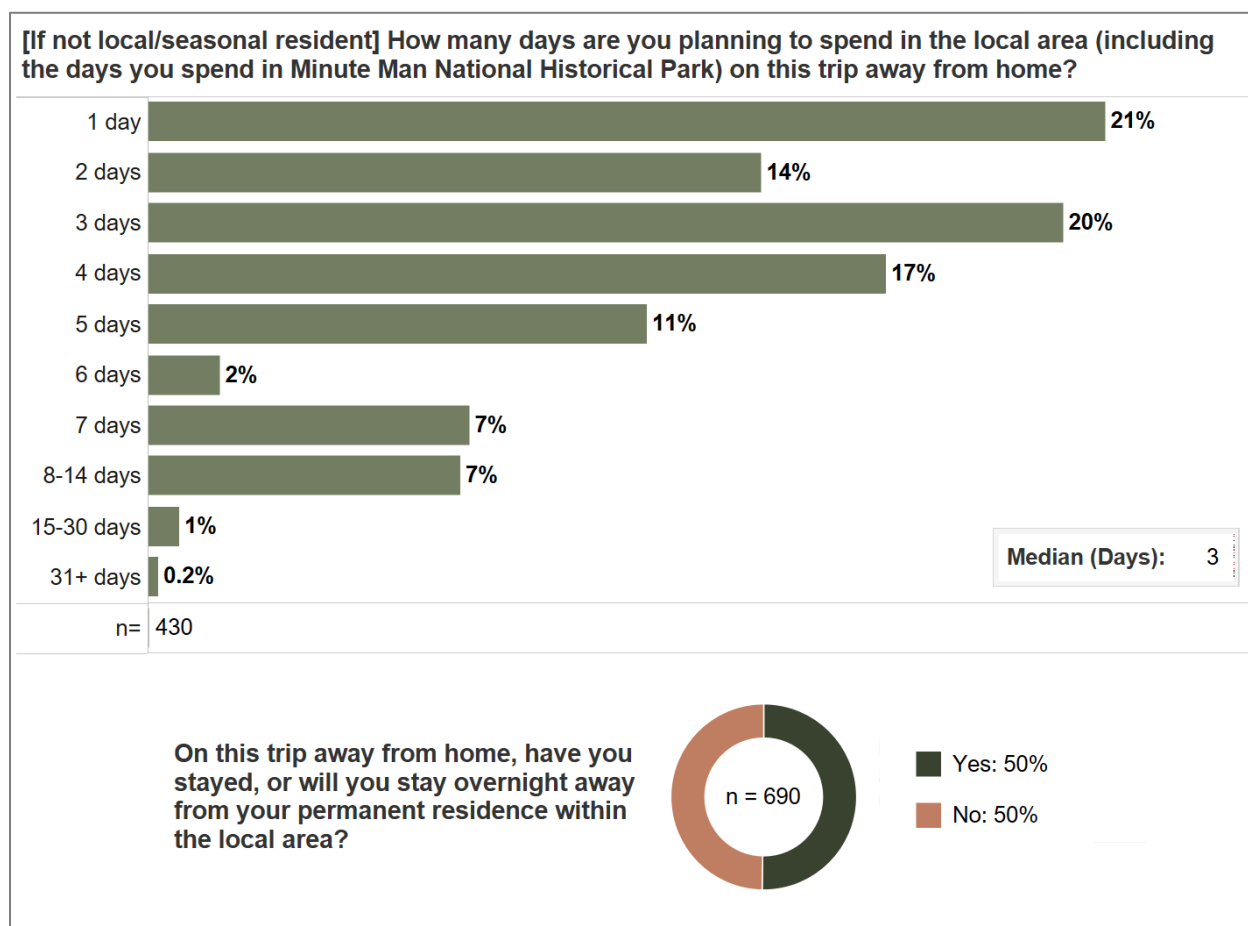


Figure 4. Time spent in the local area around Minute Man NHP.

NPS

- About one in five non-local respondents (21%) spent one day in the local area, while 14% spent two days, and 20% spent three days. The median length of stay was three days.
- Additionally, half of all respondents (50%; including permanent/seasonal residents) had stayed or planned to stay overnight away from their permanent residence in the park and/or in the local area.

Questions 5–6: Overnight Visitors

If respondents indicated that they stayed overnight in the local area, they were asked about the type(s) of accommodation they used or planned to use while there (Figure 5).

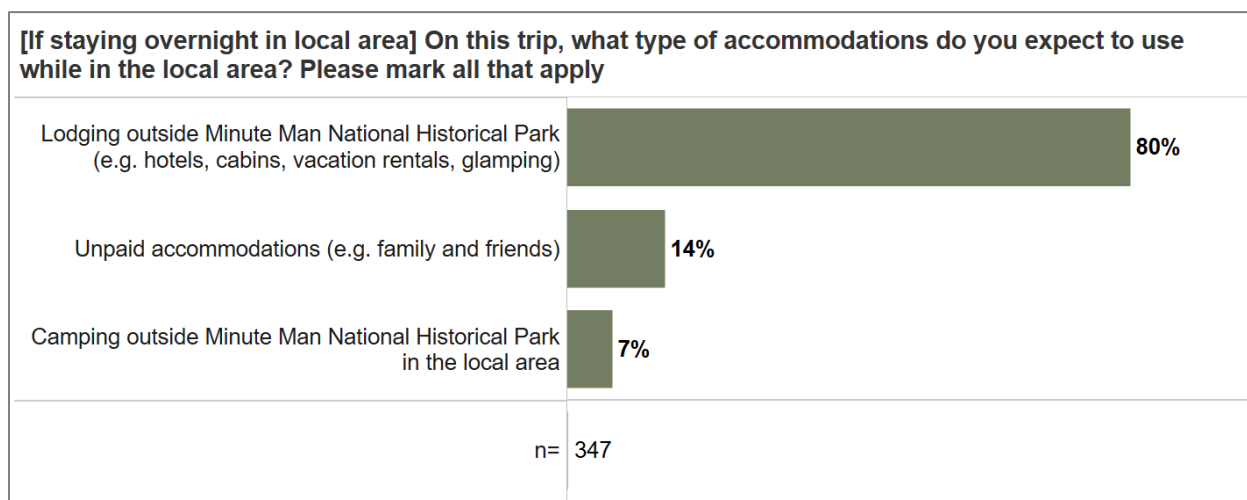


Figure 5. Accommodation types used by overnight visitors within Minute Man NHP and in the local area surrounding it.

NPS

- Most overnight respondents (80%) stayed in commercial lodging in the local area.
- This was followed in prevalence by unpaid accommodations (14%), and camping in the local area (7%).

Respondents were then asked to indicate the number of nights they spent or would spend in each accommodation type (Figure 6).

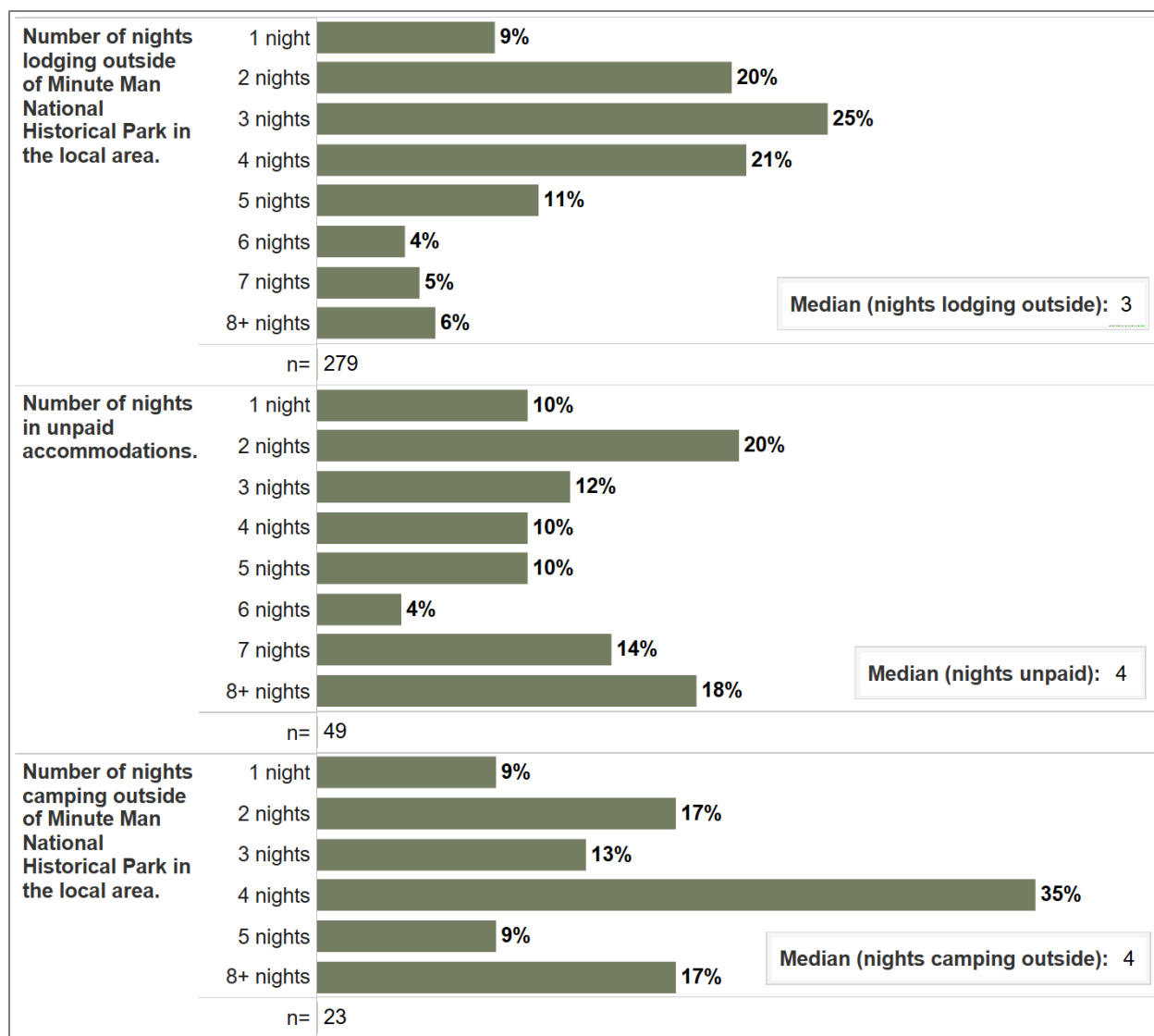


Figure 6. Number of nights spent within Minute Man NHP and in the local area surrounding it, by accommodation type. Tabular data shown in this figure are presented in [Appendix A, Table 8](#).

NPS

- Among the 80% of overnight respondents who lodged in the local area (per Figure 5), the median length of stay was three nights. More than a quarter (29%) lodged two nights or fewer in the local area on this trip, while 54% spent three nights or fewer.
- Among the 14% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), the median length of stay was four nights. Nearly one-third (30%) stayed for two nights or fewer, while 42% stayed for three nights or fewer.
- Among the 7% of overnight respondents who camped outside of Minute Man NHP (per Figure 5), median length of stay was four nights. About a quarter (26%) camped for two nights or fewer, while an additional 13% spent three nights camping, and an additional 35% spent four nights.

Questions 7–9: Party Characteristics

Respondents were asked to indicate how many adults (18 or older) and children (under 18) were in their personal group during their visit to Minute Man NHP (Figure 7). A personal group was defined as the visitor and companions with whom they visited the park, such as a spouse, family, and/or friends, but respondents were informed not to account for the larger group with whom they may have traveled, such as a school, church, scout, or tour group.

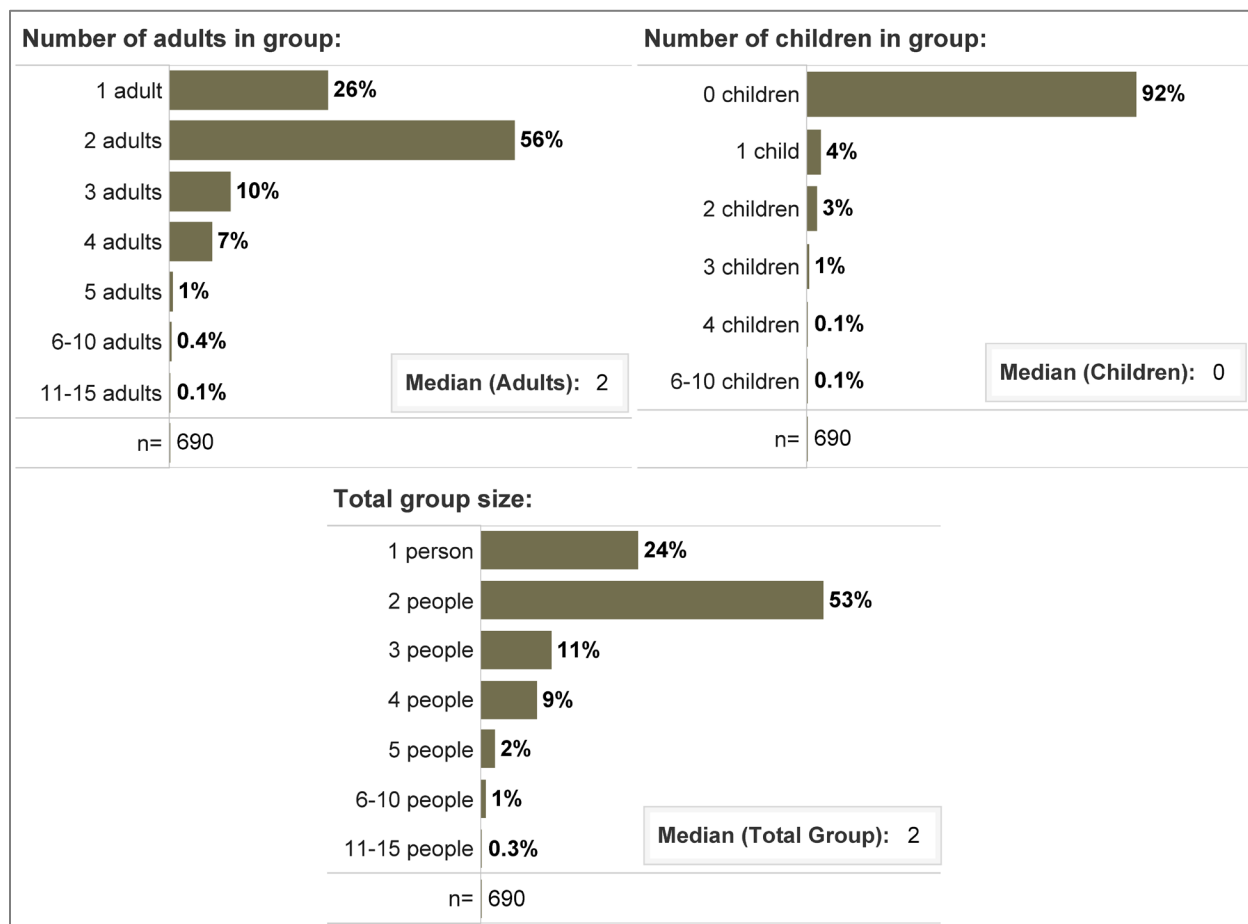


Figure 7. Number of adults and children in respondent's personal group, and total group size, while visiting Minute Man NHP. Tabular data shown in this figure are presented in [Appendix A, Table 9](#).

NPS

- The median number of adults per group was two. A majority of groups (56%) included two adults.
- Most groups (92%) did not include any children.
- The median total number of people (adults and children) per group was two.

Respondents were then asked to provide the age of each member of their group (Figure 8). These data show the true age distribution of respondent groups sampled at Minute Man NHP.

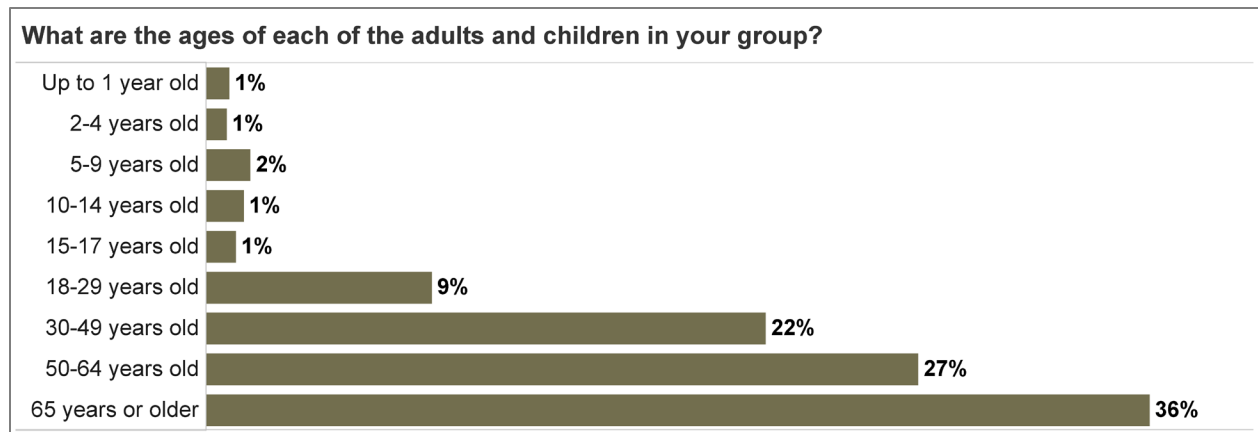


Figure 8. Age distribution of all members of respondent's personal group while visiting Minute Man NHP.
NPS

- The most common age of the adults and children in a personal group was 65 years or older (36%), followed by 50 to 64 years old (27%), and 30 to 49 years old (22%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 6% of group members.

Questions 12–16: Park Use Characteristics

Respondents were asked to indicate if they planned to visit Minute Man NHP for more than one day, and then a series of follow-up questions about the length of time they might spend in the park (Figure 9 and Table 7).

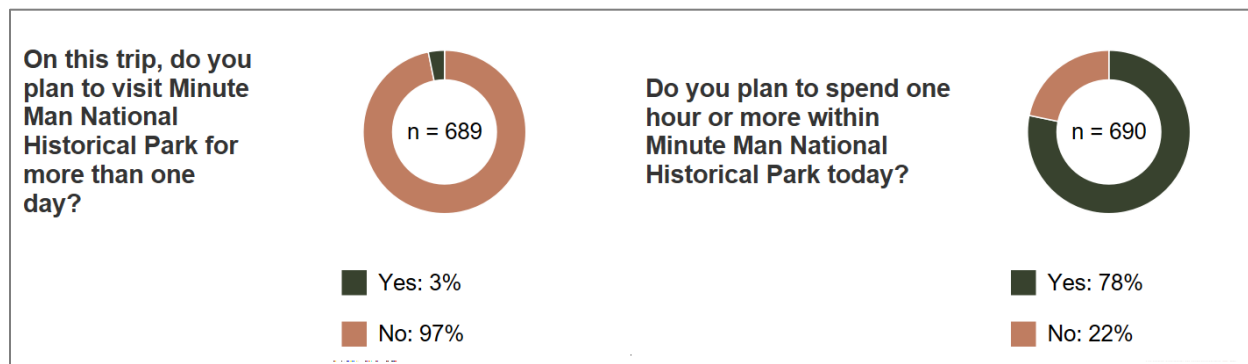


Figure 9. Length of time spent within Minute Man NHP on this trip.

NPS

Table 7. Length of time spent within Minute Man NHP on this trip.

Question	Sample Size (n)	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within Minute Man NHP today?	150	30
[If planning to spend one hour or more] How many hours do you plan to spend within Minute Man NHP today?	540	2
[If planning to visit more than one day] How many days do you plan to spend within Minute Man NHP on this trip?	22	2
[If planning to visit more than one day] On how many different days do you expect to enter the park?	22	2

- A majority of respondents (78%) planned to spend one hour or more within Minute Man NHP on the day they were surveyed. Among these visitors, median length of time spent in the park “today” was two hours.
- Among the 22% of respondents who planned to spend less than an hour within the park on the day they were surveyed, the median length of anticipated visit was 30 minutes.
- Additionally, nearly all respondents (97%) were planning to spend just a single day in Minute Man NHP on their trip. Among the 3% of respondents who planned to visit for more than one day, the median length of visit was two days.
- Those respondents who spent more than one day in the park were also asked on how many different days they expected to enter the park; the median answer was two days.

Next, respondents were asked to indicate the most recent entrance they used to enter Minute Man NHP (Figure 10).

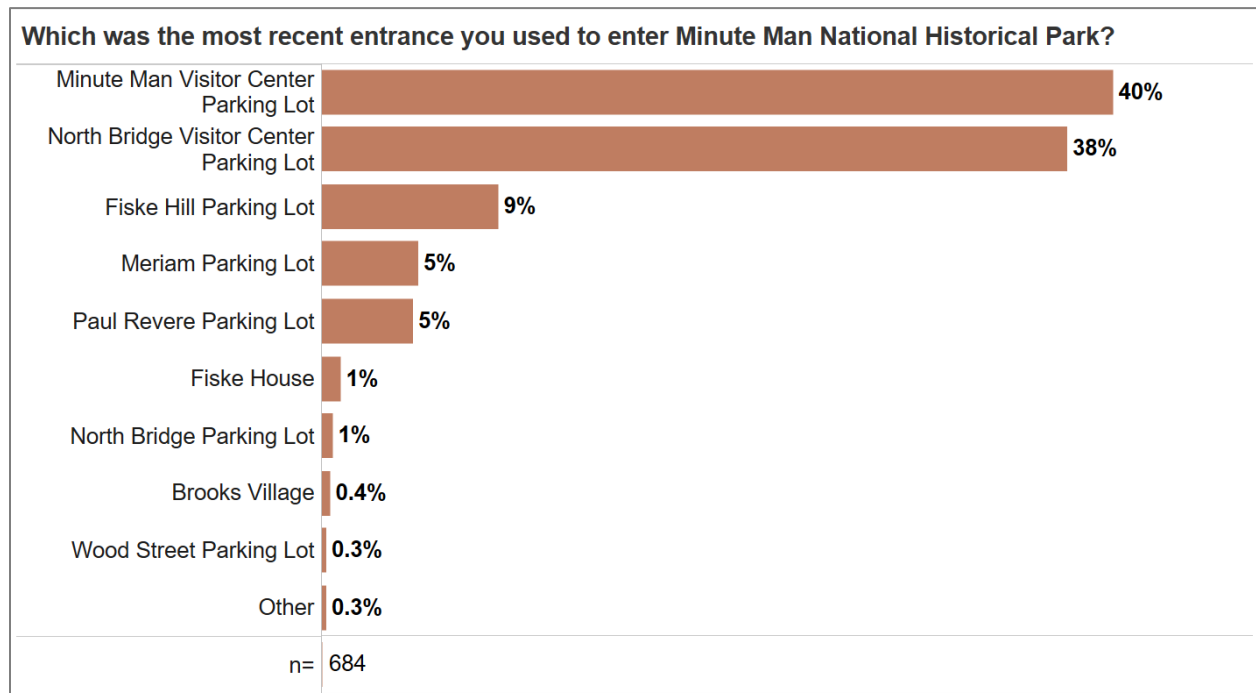


Figure 10. Most recent entrance used to enter Minute Man NHP.

NPS

- Among respondents, the Minute Man Visitor Center parking lot was the most commonly used entrance to Minute Man NHP (40%), followed by the North Bridge Visitor Center parking lot entrance (38%).
- Due to park geography and proximity of intercept sites to entrances, the results for most recent entrance used were impacted by the volume of visitors intercepted at various sites.

Respondents were also presented with a list of locations within Minute Man NHP and asked to indicate if they had been to, or planned to visit them, that day (Figure 11).

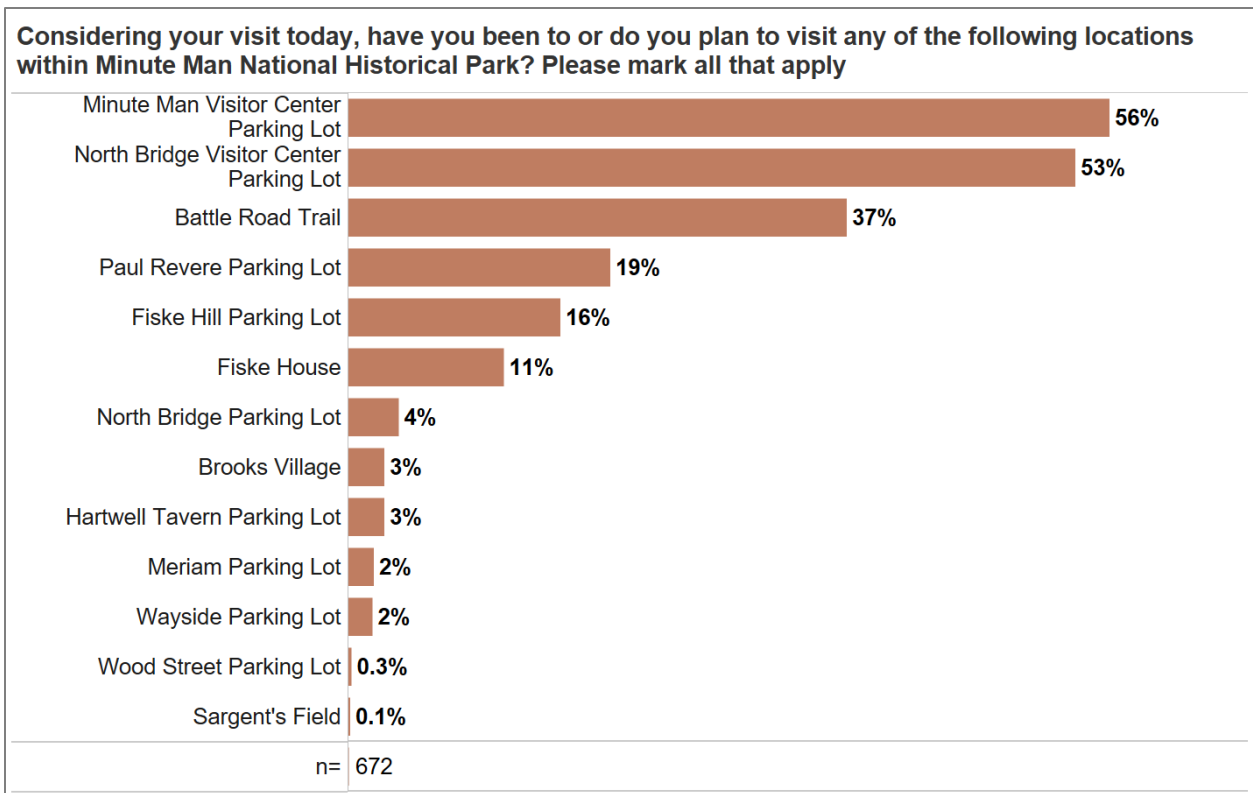


Figure 11. Park locations visited during the most recent trip to Minute Man NHP.

NPS

- The most commonly visited location in Minute Man NHP was the Minute Man Visitor Center parking lot (56% of respondents had either been there or planned to visit it on their trip), followed by the North Bridge Visitor Center parking lot (53%), and the Battle Road Trail (37%).
- Sargent's Field was the least-visited location from the list provided, with only 0.1% of respondents reporting having visited or planning to visit.

Question 17: Transportation

Respondents were asked about the form of transportation they used to enter Minute Man NHP on the day they were surveyed (Figure 12).

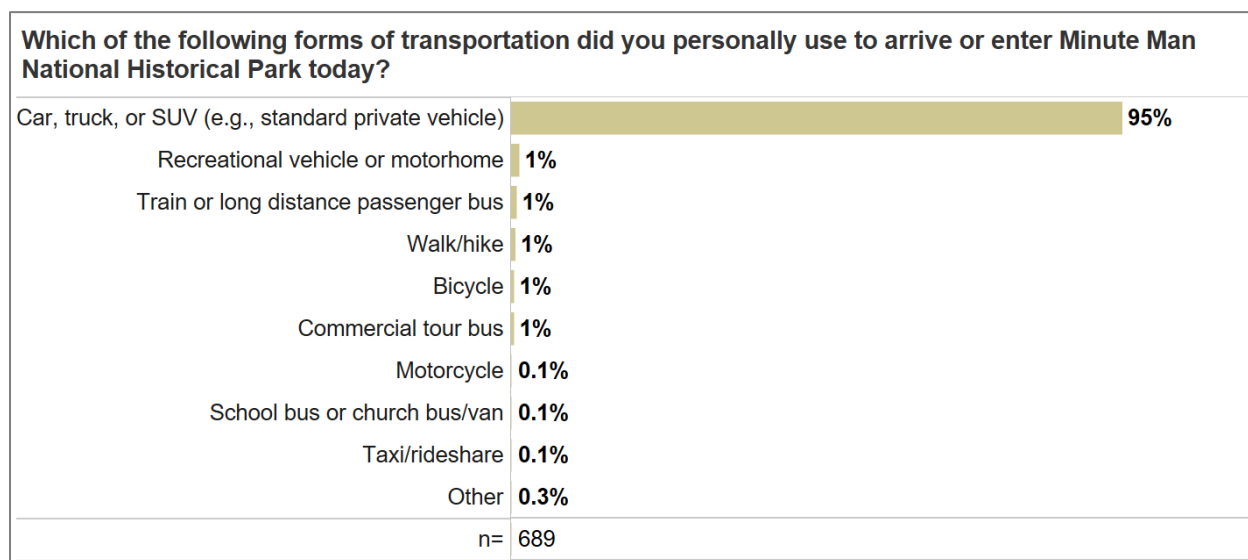


Figure 12. Form of transportation used to enter Minute Man NHP on the day of the survey.

NPS

- Nearly all respondents (95%) reported that they used their car, truck, or SUV to enter Minute Man NHP on the day of the survey.
- This was followed distantly by use of a recreational vehicle or motorhome (1%), train or long distance passenger bus (1%), walking or hiking (1%), bicycle (1%), and commercial tour bus (1%).

If respondents entered the park using a multi-passenger private vehicle (i.e., car, truck or SUV, recreational vehicle or motorhome, or motorcycle), they were asked to indicate how many people were traveling in or on that vehicle (Figure 13).

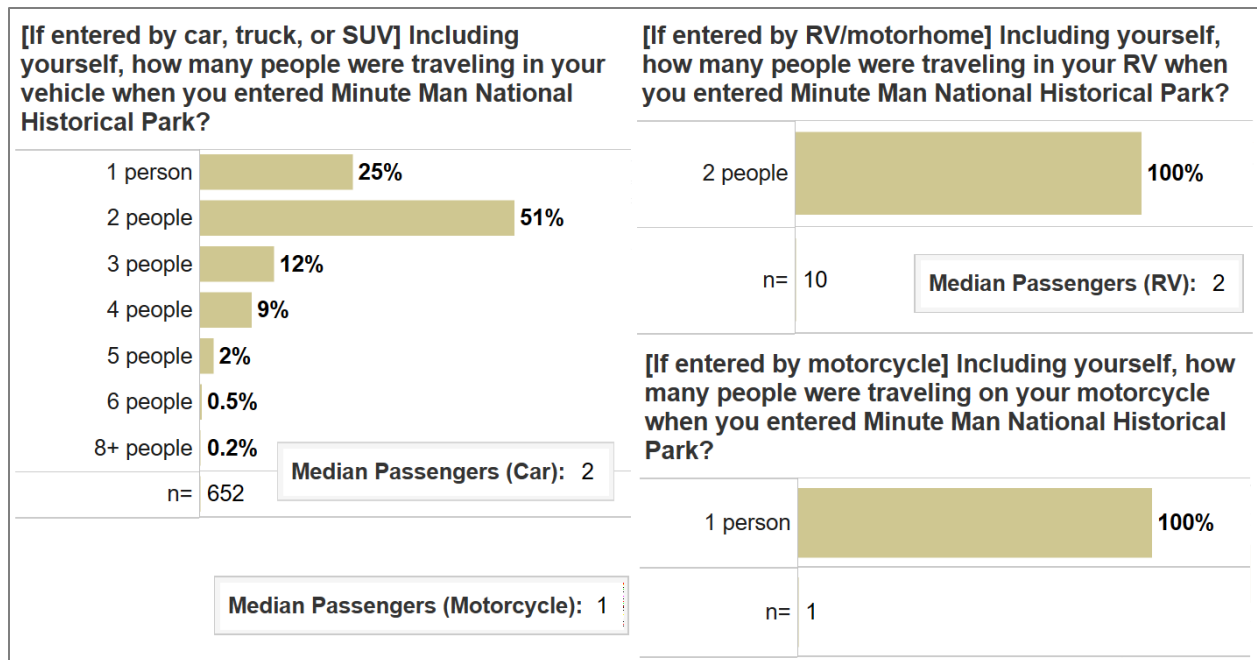


Figure 13. Number of people in or on respondent's vehicle when entering Minute Man NHP. Tabular data shown in this figure are presented in [Appendix A, Table 10](#).

NPS

- A majority (51%) of respondents traveling by car reported two people. The next most common group size was one person (25%), followed by three people (12%).
- All of the respondents who entered Minute Man NHP by RV/motorhome reported traveling in a group of two people (100%).
- The one respondent who arrived on a motorcycle (100%) travelled on their own.

Question 19: Previous Visits to Minute Man NHP

Respondents were asked if they were first time visitors to Minute Man NHP. Repeat visitors were then asked how many visits they have made to Minute Man NHP in the last 12 months and the last five years (Figure 14).

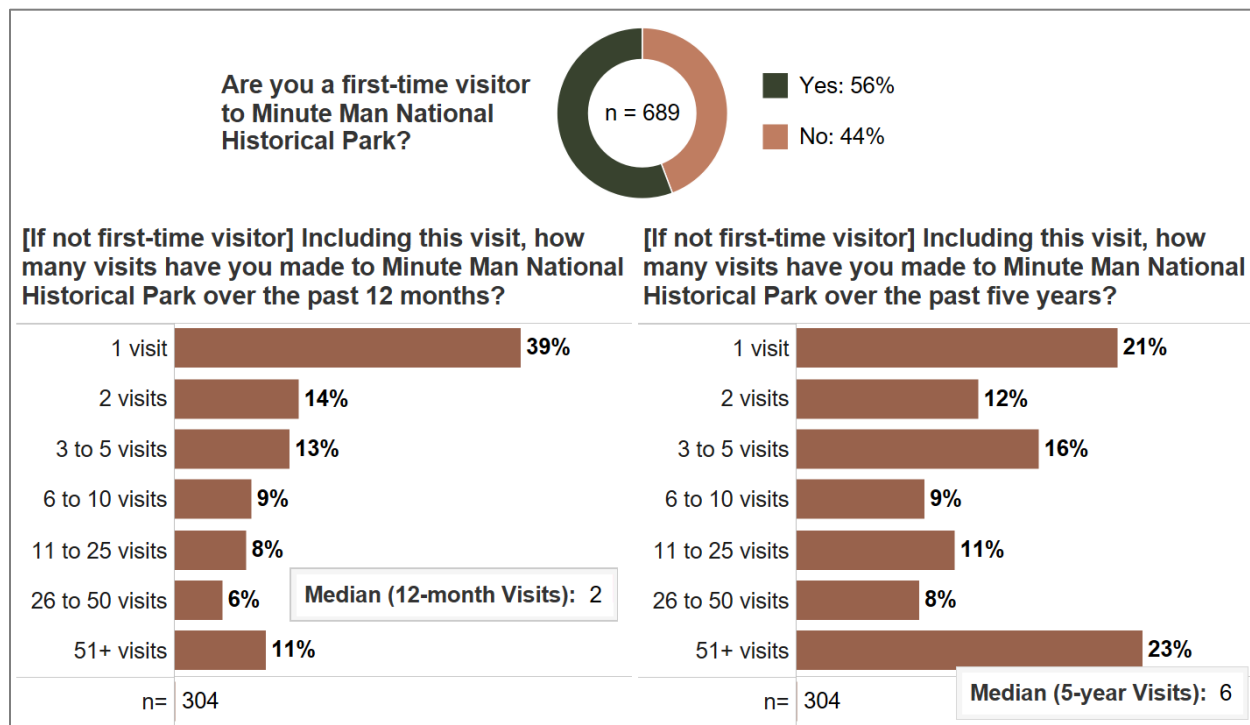


Figure 14. Previous visits to Minute Man NHP. Tabular data shown in this figure are presented in [Appendix A, Table 11](#).

NPS

- A majority of respondents (56%) were on their first ever trip to Minute Man NHP.
- Among the 44% of respondents who were repeat visitors, more than one-third (39%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- However, more than three quarters of repeat visitors (79%) had visited at least one prior time in the past five years.
- The median number of visits made in the past five years was six, including the current trip; 42% of repeat visitors had made more than 10 visits in the past five years.

Question 20: Previous Visits to Other NPS Units

Finally, respondents were asked how many visits they made to other NPS sites over the past 12 months (Figure 15).

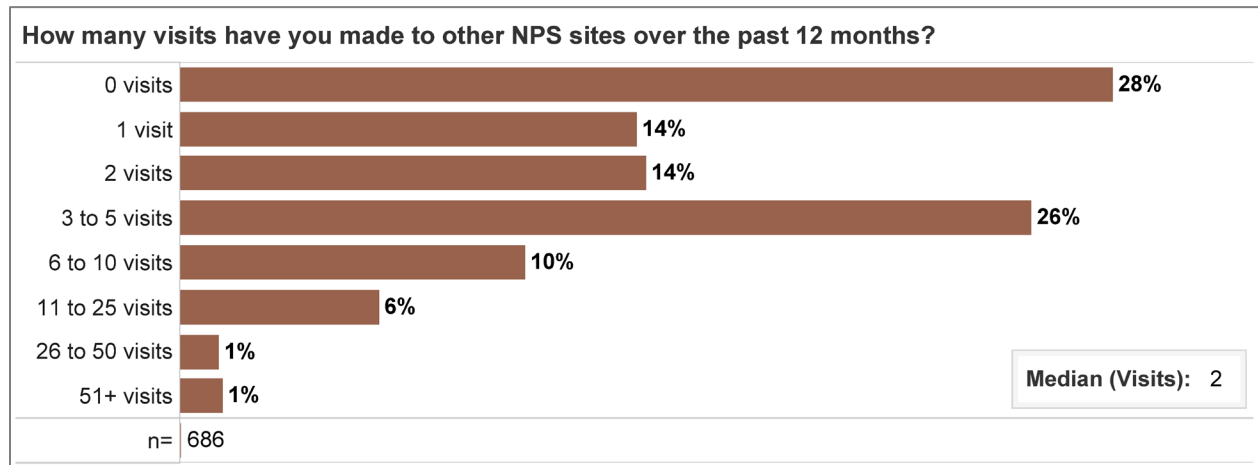


Figure 15. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in [Appendix A, Table 12](#).

NPS

- Nearly three quarters of respondents (72%) had made at least one visit to other NPS site(s) in the past year.
- The median number of visits made to other NPS site(s) in the past 12 months was two, though a combined 44% had made three or more visits in the past year.

Post-Trip Survey Results

The following section provides results of the 230 post-trip visitor surveys received by mail-back or online following fieldwork conducted in Minute Man NHP in summer 2024. Again, caution is recommended in the interpretation of figures with sample size lower than $n = 30$, and categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option.

Questions 1–2: Information About Minute Man NHP

First, respondents were asked what sources they used to obtain information about Minute Man NHP prior to their trip, and whether they had the information they needed on their trip (Figure 16).

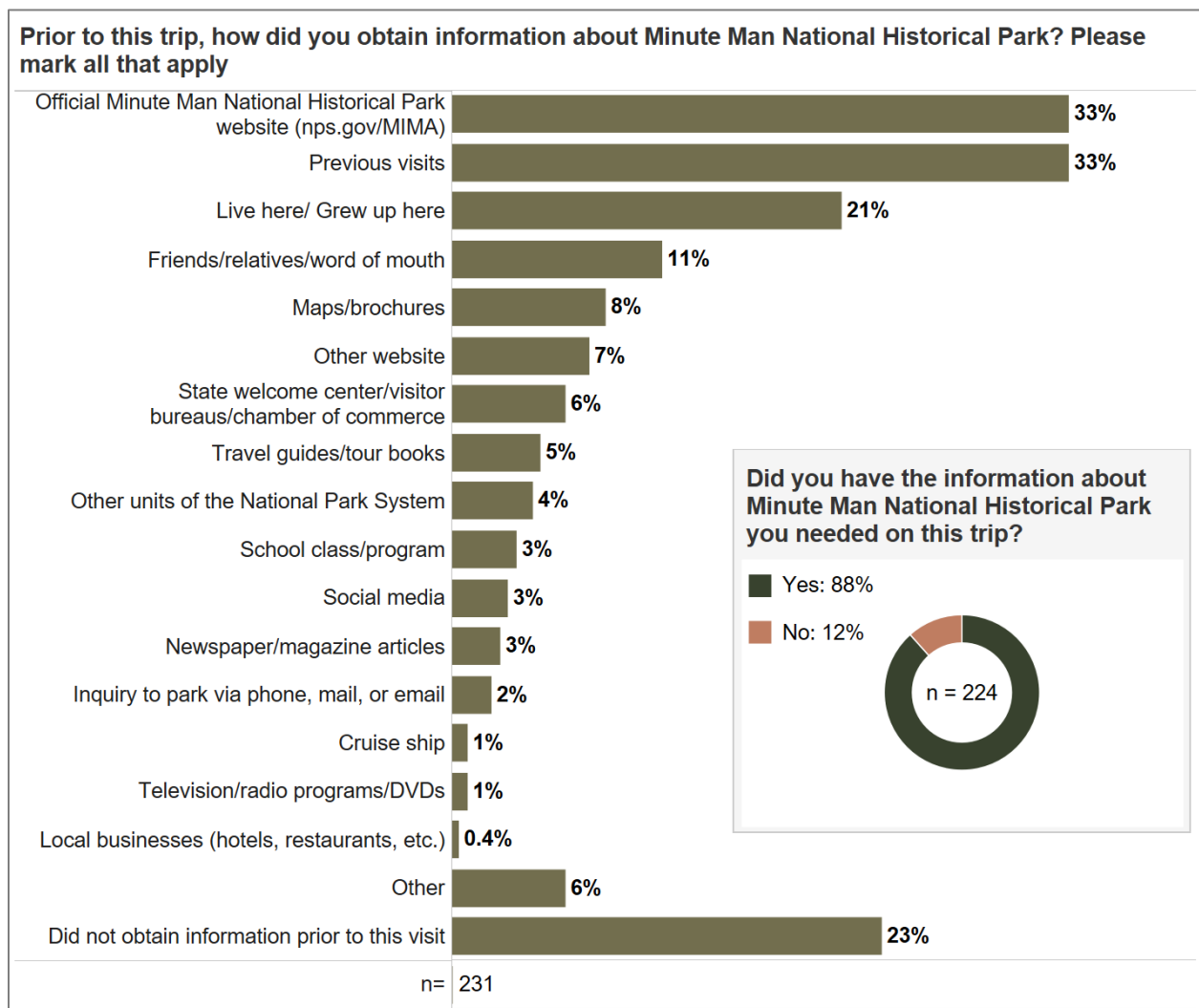


Figure 16. Sources used to obtain information about Minute Man NHP prior to the trip.

NPS

- The most used resources were the official Minute Man NHP website, and information gained from previous visits, with 33% of respondents reportedly using each resource. The next most common source was information gained from living or growing up in the area (21%), followed by information from friends, relatives, or word of mouth (11%).
- In a follow-up question, 88% of respondents said that they had the information about Minute Man NHP that they needed on their trip, while 12% indicated that there was information that they needed but did not have.
- In an open-ended follow-up question, those who did not have the information they needed on this trip were asked to elaborate.

Question 3: Transportation

In the intercept survey, respondents indicated a mode of transportation they used to enter the park on the day of the intercept. In the post-trip survey, respondents were asked to select all forms of transportation they personally used to travel from their home to Minute Man NHP on their trip (Figure 17).

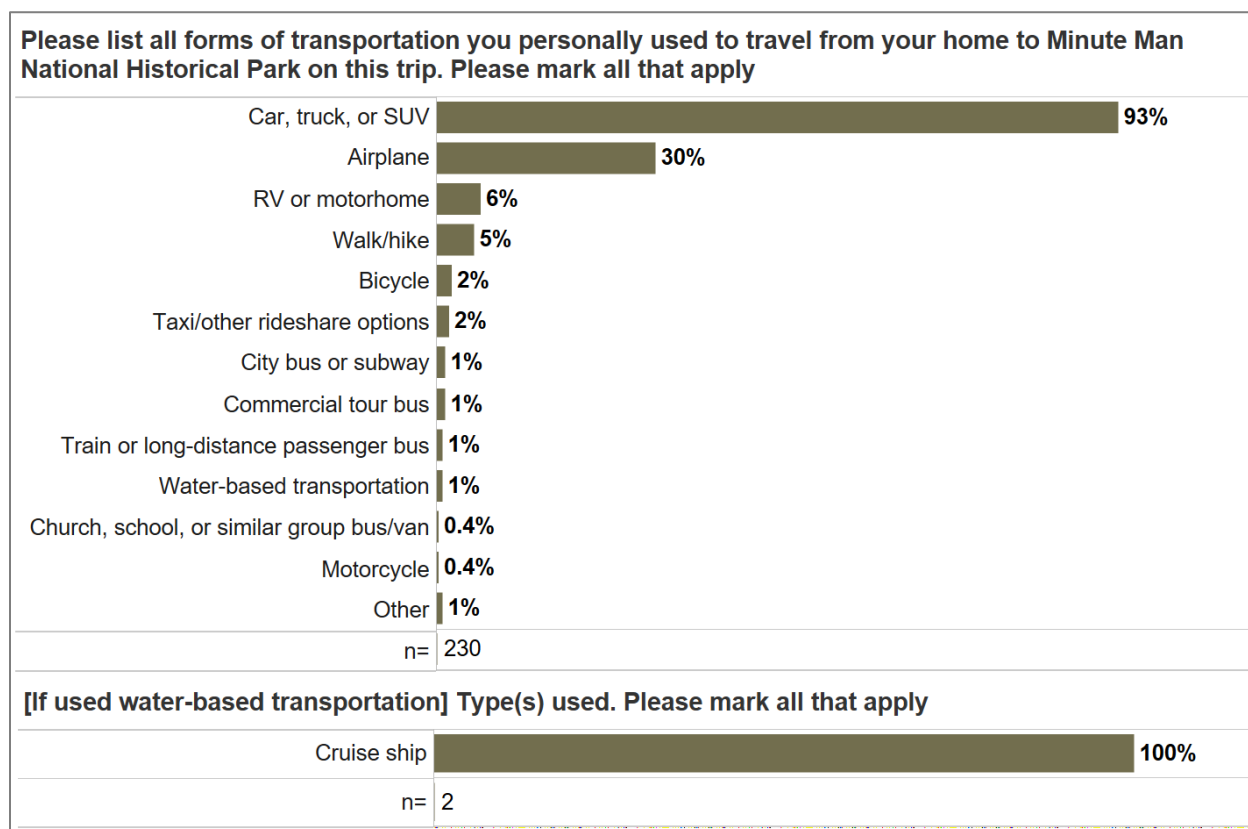


Figure 17. Forms of transportation used to travel from home to Minute Man NHP on the recent trip.
NPS

- Most respondents (93%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Minute Man NHP.
- The second most common mode of travel was airplane (30%), followed by RV or motorhome (6%).
- The two respondents who indicated they used some form of water-based transportation during their trip both (100%) traveled on a cruise ship.

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to Minute Man NHP on the day of the survey (Figure 18).

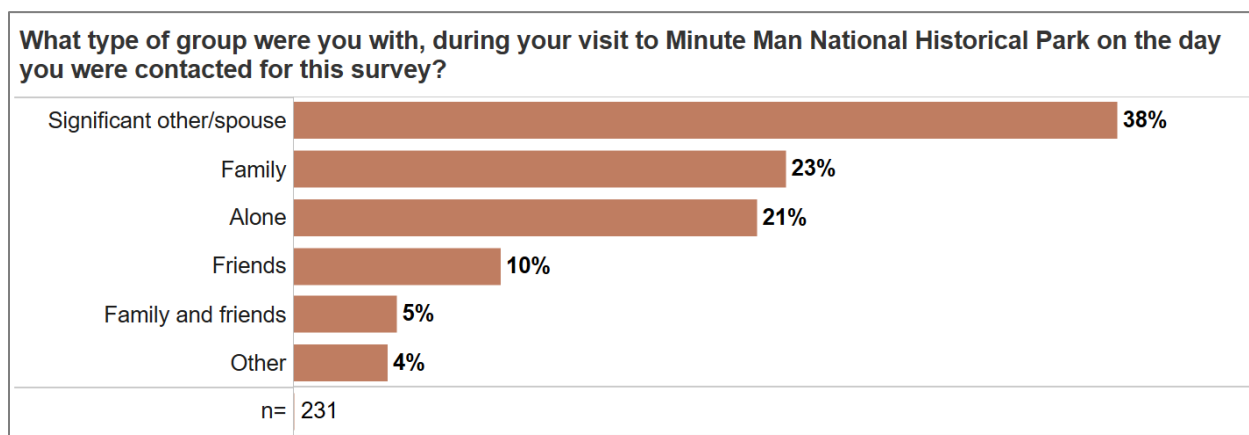


Figure 18. Travel party composition during Minute Man NHP visit.

NPS

- More than one-third of respondents (38%) visited Minute Man NHP with their significant other or spouse on the day of the survey.
- Nearly a quarter of respondents (23%) explored Minute Man NHP with their family, and another 21% visited the park alone, while 10% visited with friends, and an additional 5% visited with both family and friends.

Questions 11–13: Trip Characteristics

Respondents were asked if they visited other National Park Service sites on their trip away from home (Figure 19).

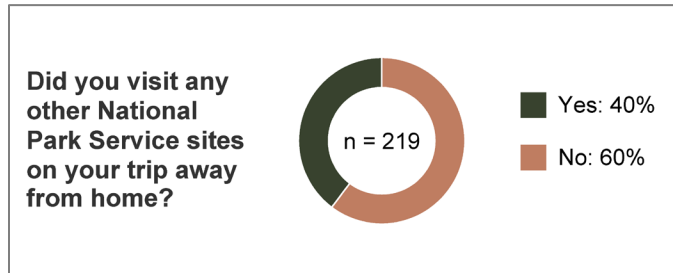


Figure 19. NPS sites visited on trip away from home.

NPS

- Less than half (40%) of all respondents had visited other NPS sites on their trip, while 60% identified Minute Man NHP as the only NPS site they visited while away from home.
- In an open-ended follow-up question, those who had visited other NPS sites on their trip were asked to list which one(s).

Survey respondents were then asked to identify all activities that they participated in while visiting Minute Man NHP, and which of those was their primary activity (Figure 20).

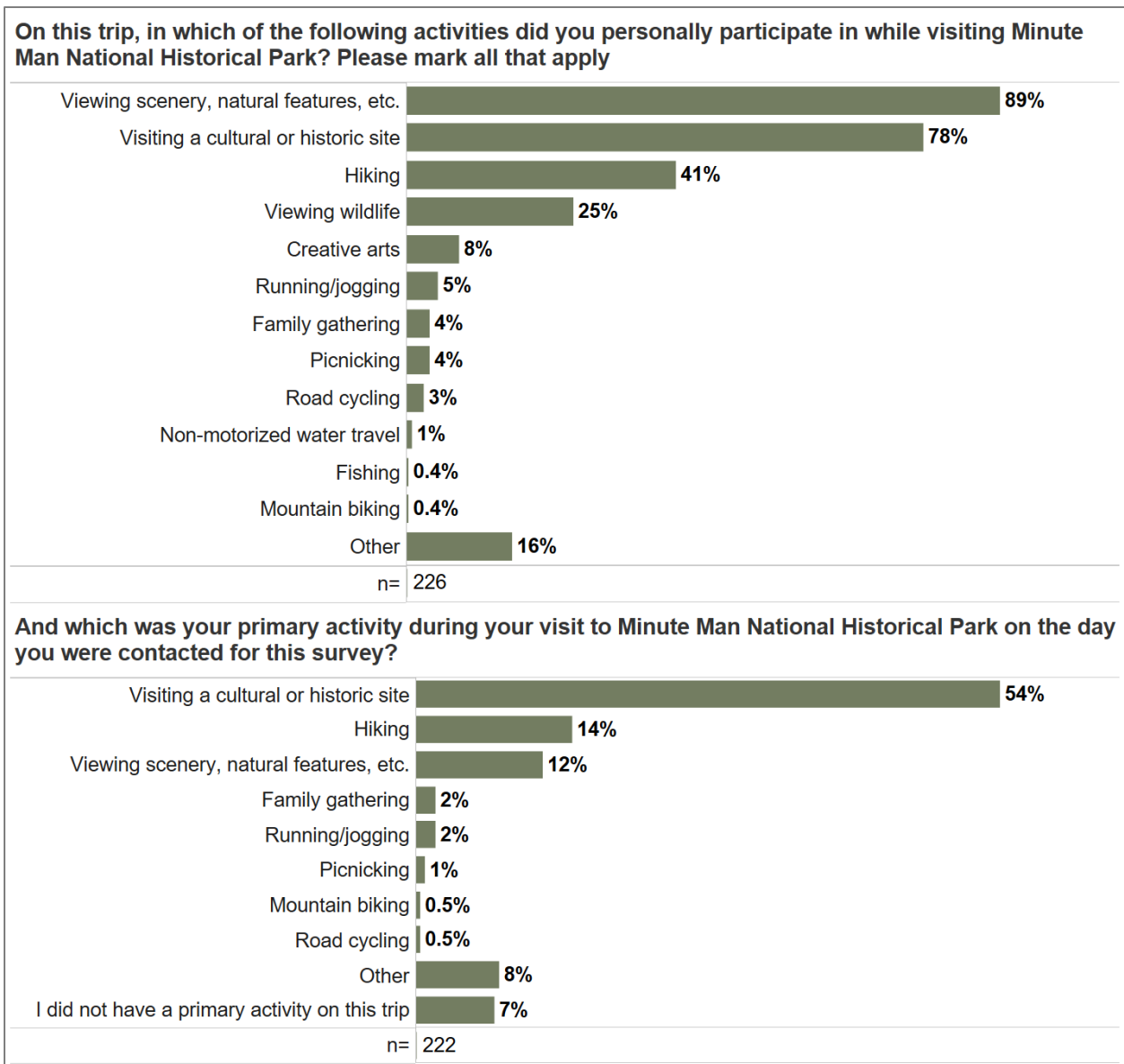


Figure 20. Participation in activities at Minute Man NHP.

NPS

- A majority of respondents reported viewing scenery, natural features, etc. (89%), and visiting a cultural or historic site (78%).
- Non-motorized water travel, fishing, and mountain biking were all uncommon activities (reported by 1% or fewer respondents).
- The majority of respondents (54%) reported visiting a cultural or historic site as their primary activity, followed by hiking (14%), and viewing scenery, natural features, etc. (12%).

Questions 14–15: Reasons to Visit

Survey respondents were asked to rate the importance of various reasons to visit Minute Man NHP on their trip and were then asked which of those was the most important reason for them to visit Minute Man NHP (Figure 21).

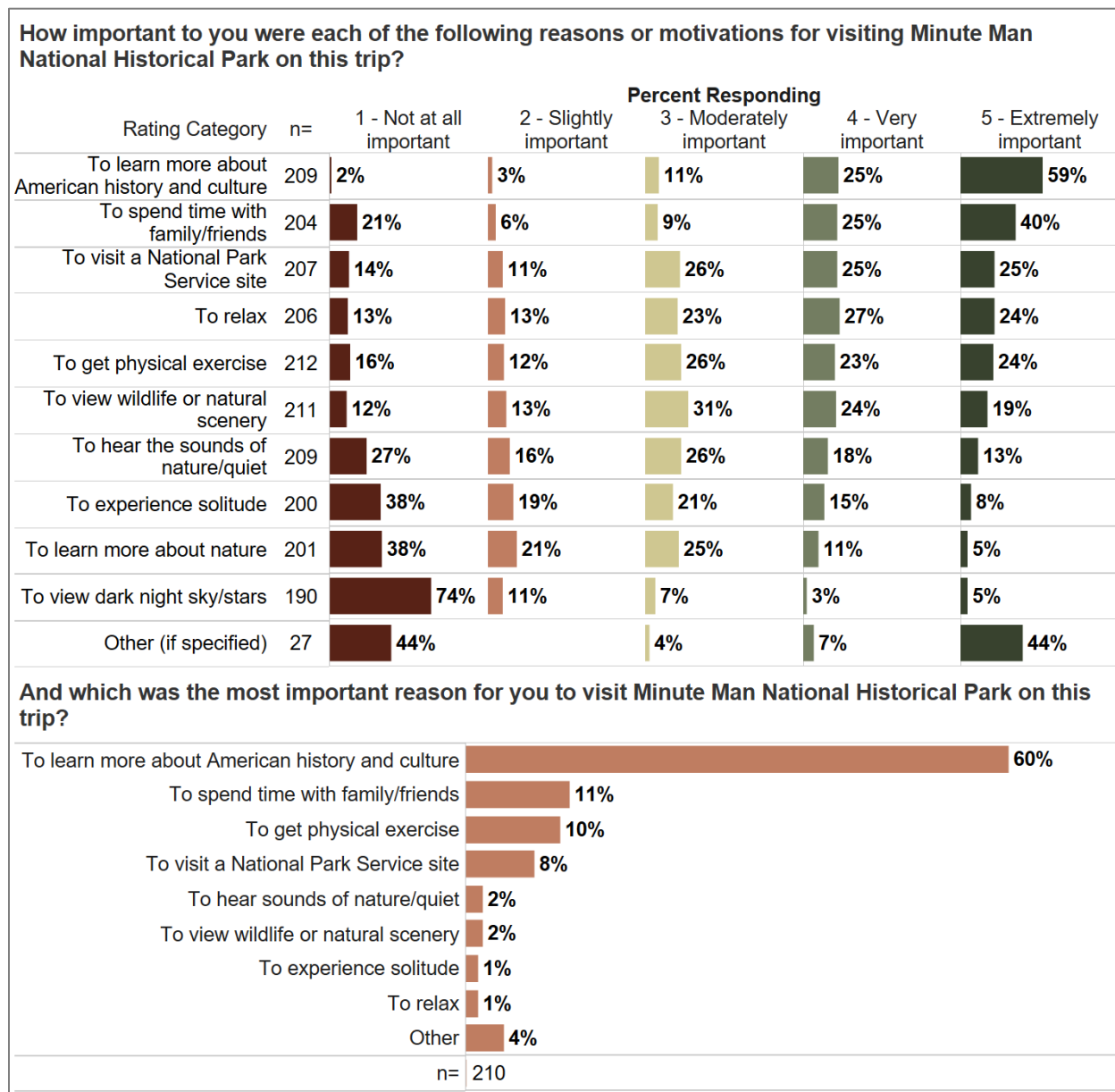


Figure 21. Reasons or motivations to visit Minute Man NHP. Tabular data shown in this figure are presented in [Appendix A, Table 13](#).

NPS

- A majority of respondents rated learning more about American history and culture (59%) and a plurality of respondents rated spending time with family and friends (40%) as extremely important reasons for their trip to Minute Man NHP.
- The least important reasons were to learn more about nature and to view dark night sky/stars (only 5% of respondents rated each of them as extremely important, and 38% and 74% of respondents, respectively, rated them as not at all important).
- The most common response for the most important reason was to learn more about American history and culture (60%), followed by to spend time with family or friends (11%), and to get physical exercise (10%).

Questions 16–18: Programs, Services, and Learning

Respondents were asked to identify all programs and services in which they personally participated in Minute Man NHP during their trip (Figure 22).

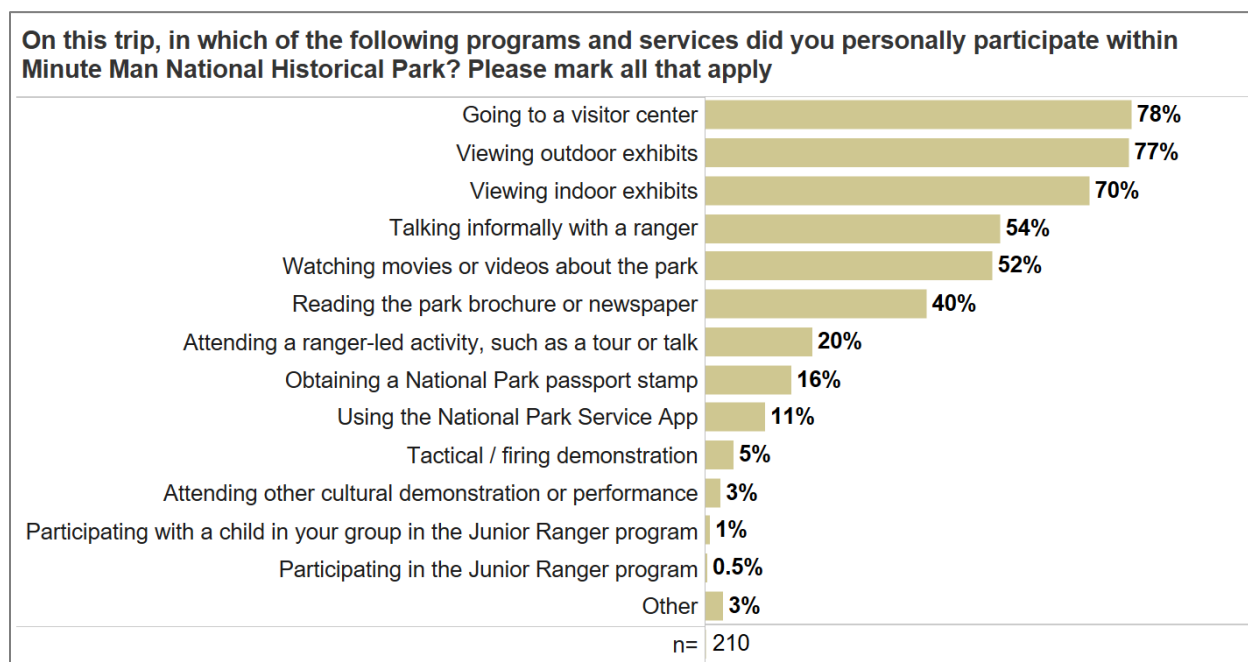


Figure 22. Participation in programs at Minute Man NHP.

NPS

- The two most-used programs were going to a visitor center and viewing outdoor exhibits, with more than three quarters of respondents (78% and 77% of respondents, respectively) reporting participating in each of them.
- Several other programs were engaged in by over half of respondents: viewing indoor exhibits (70%), talking informally with a ranger (54%), and watching movies or videos about the park (52%).

Two follow-up questions asked if respondents learned anything from park staff, programs, and/or exhibits about American history, nature, and/or culture, and what specific subjects they would like to learn about in the future (Figure 23).

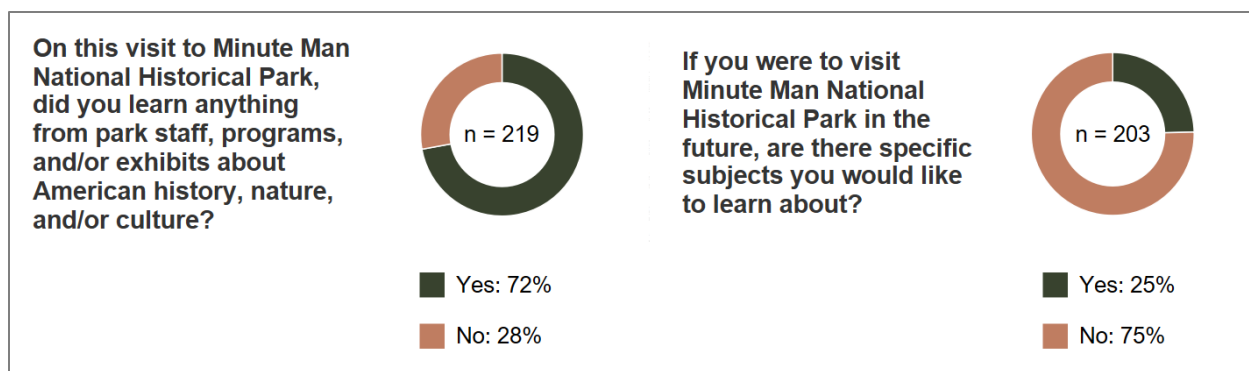


Figure 23. Learning outcomes while visiting Minute Man NHP.

NPS

- Nearly three quarters of respondents (72%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- A quarter of respondents (25%) reported that if they were to visit Minute Man NHP in the future, there are specific subjects they would like to learn about.
- Respondents who said yes to either of these two questions were asked to elaborate.

Questions 19–20: Use of Devices

Two survey questions were focused on the use of electronic devices, their importance, and the quality of service provided. First, respondents were asked which personal electronic devices they used while in Minute Man NHP (Figure 24).

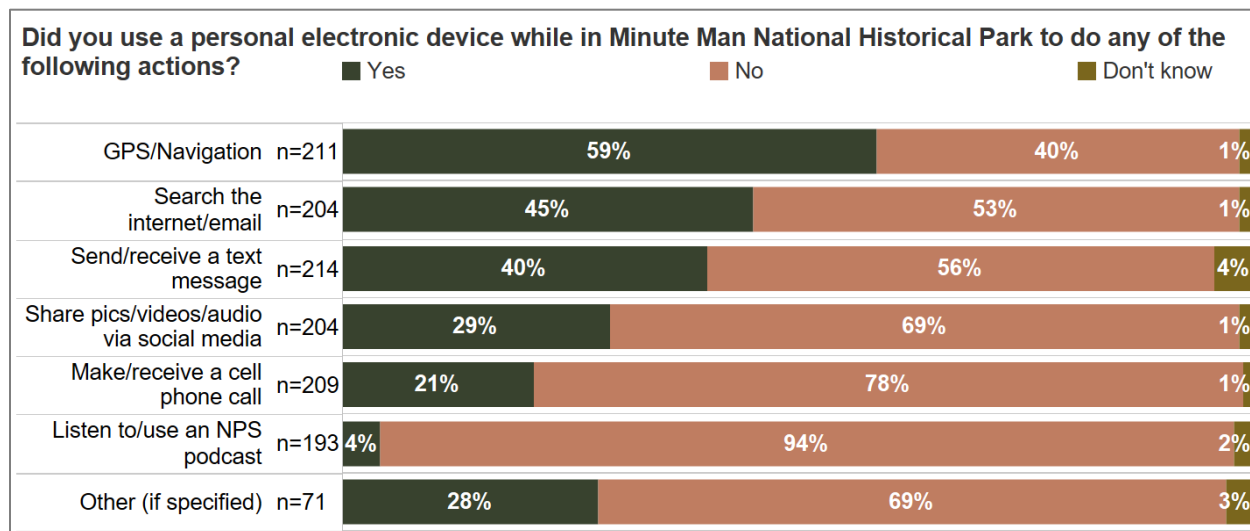


Figure 24. Use of personal electronic devices while visiting Minute Man NHP. Tabular data shown in this figure are presented in [Appendix A, Table 14](#).

NPS

- A majority of respondents (59%) reported using GPS or navigation, and nearly half of respondents (45%) reported searching the internet or email.
- Conversely, only 4% of respondents listened to or used an NPS podcast.

Then, respondents were asked to rate both the importance of each of these electronic device uses (Figure 25), and the quality of their service (Figure 26).

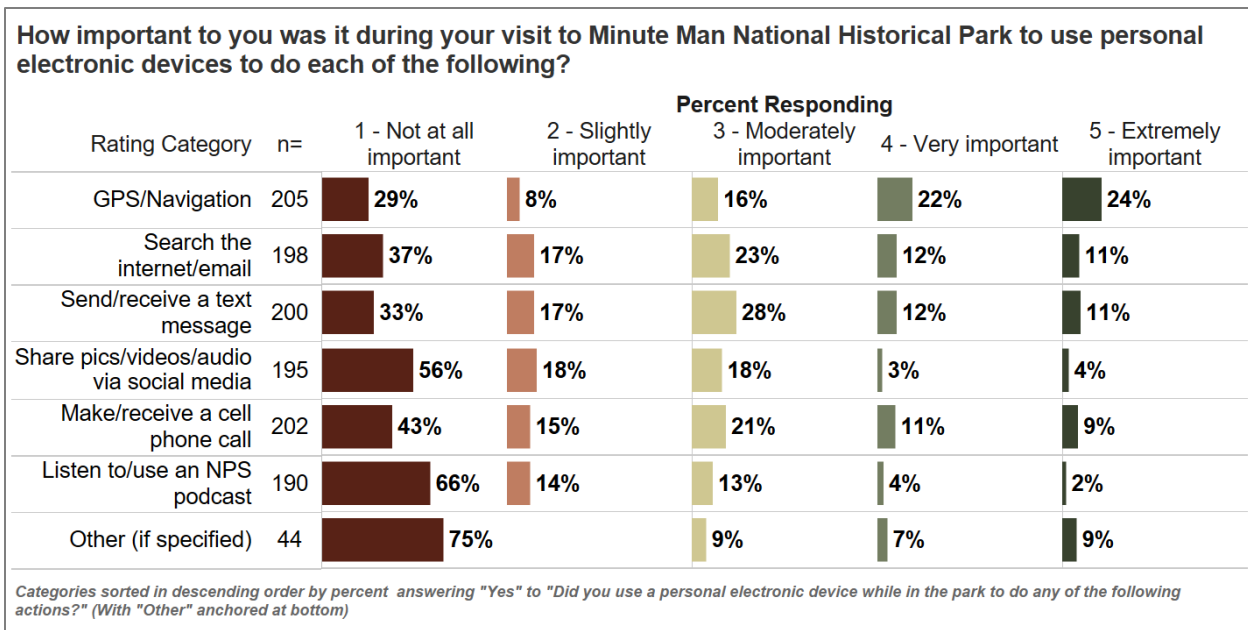


Figure 25. The importance of the use of personal electronic devices while visiting Minute Man NHP. Tabular data shown in this figure are presented in [Appendix A, Table 15](#).

NPS

- While no personal electronic devices were considered extremely important by a majority of respondents, the most important device uses were GPS or navigation, searching the internet or email, and sending or receiving text messages (24%, 11%, and 11% of respondents, respectively, rated them as extremely important).
- Listening to and using an NPS podcast was rated as extremely important by only 2% of respondents, and not at all important by 66% of respondents.

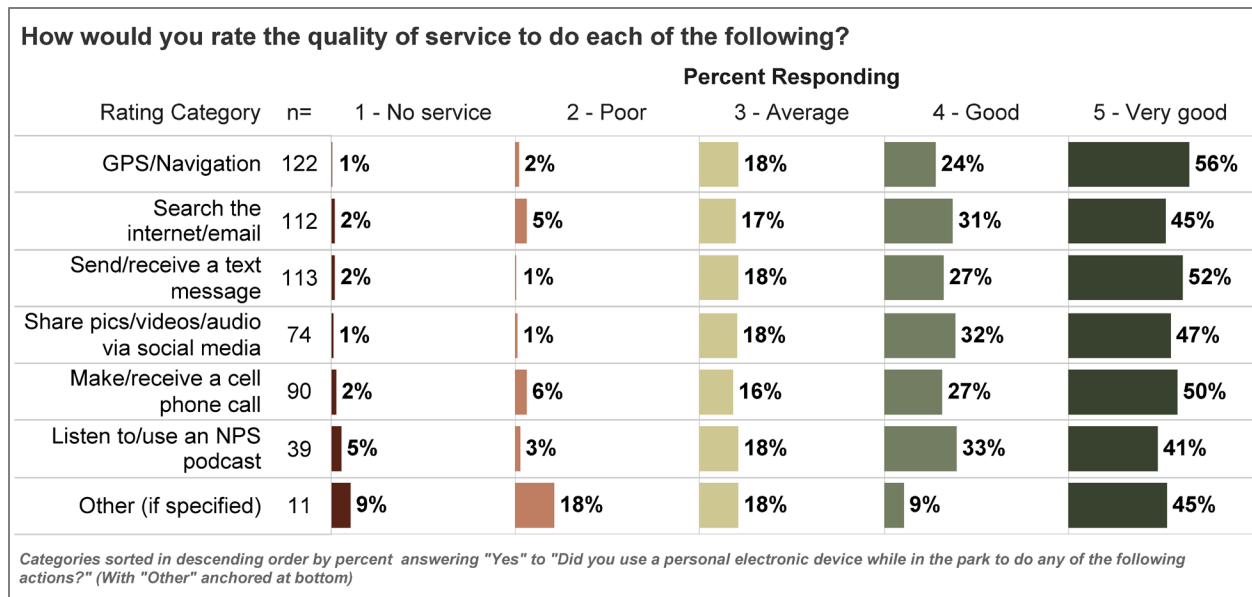


Figure 26. Quality of service for personal electronic devices while visiting Minute Man NHP. Tabular data shown in this figure are presented in [Appendix A, Table 16](#).

NPS

- GPS or navigation was rated as very good or good by 56% and 24% of respondents, respectively. However, 1% of respondents reported that they had no service for this.
- The quality of all of the listed services was considered very good or good by a majority of respondents.
- Small percentages of respondents (ranged from 1% to 5%, depending on the service) reported that they also had no service to search the internet or email, send or receive a text message, share pictures, videos or audio on social media, make or receive a cell phone call, or listen to or use an NPS podcast.

Question 21: Physical Difficulties

Respondents were asked if anyone in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Minute Man NHP. If such a condition was identified, respondents were asked to specify the type of difficulty (Figure 27).

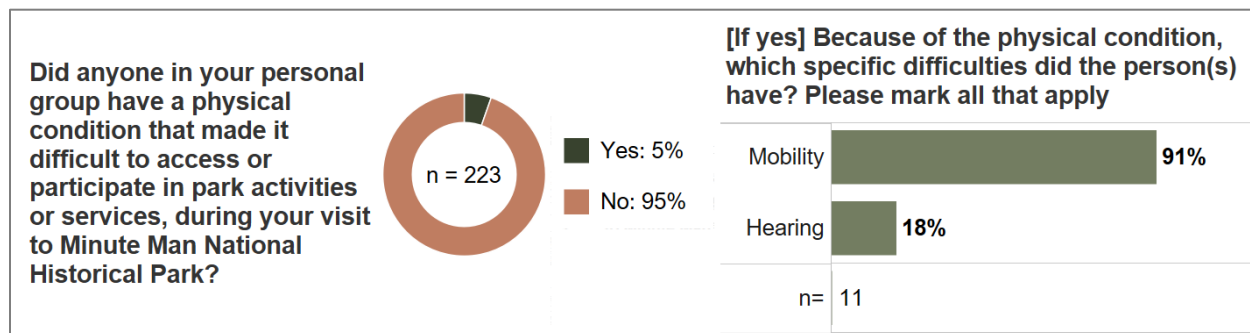


Figure 27. Physical difficulties while visiting Minute Man NHP.

NPS

- The majority of respondents (95%) reported that nobody in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Minute Man NHP.
- Among the 5% of respondents who identified at least one difficulty, 91% reported mobility issues in their group, with a smaller portion (18%) reporting hearing difficulties.

Questions 24–27: Visitor Experience

Respondents were asked if their visit to Minute Man NHP met their expectations (Figure 28).

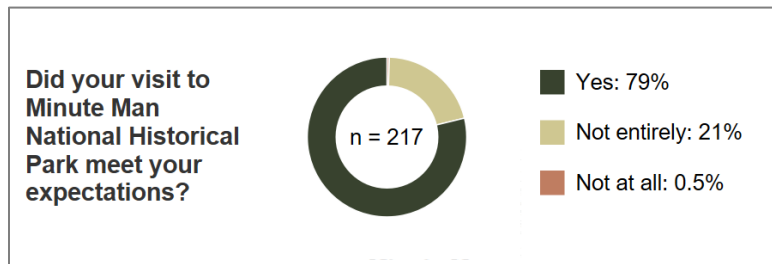


Figure 28. Meeting Minute Man NHP expectations.

NPS

- The majority of respondents (79%) reported that their visit to Minute Man NHP met their expectations, while 21% of respondents said it did not meet their expectations entirely, and 0.5% respondents indicated that it did not meet their expectations at all.
- In an open-ended follow-up question, respondents were asked to elaborate on their responses.

Respondents were then given several statements about Minute Man NHP and asked to indicate their level of agreement or disagreement with each given statement (Figure 29).

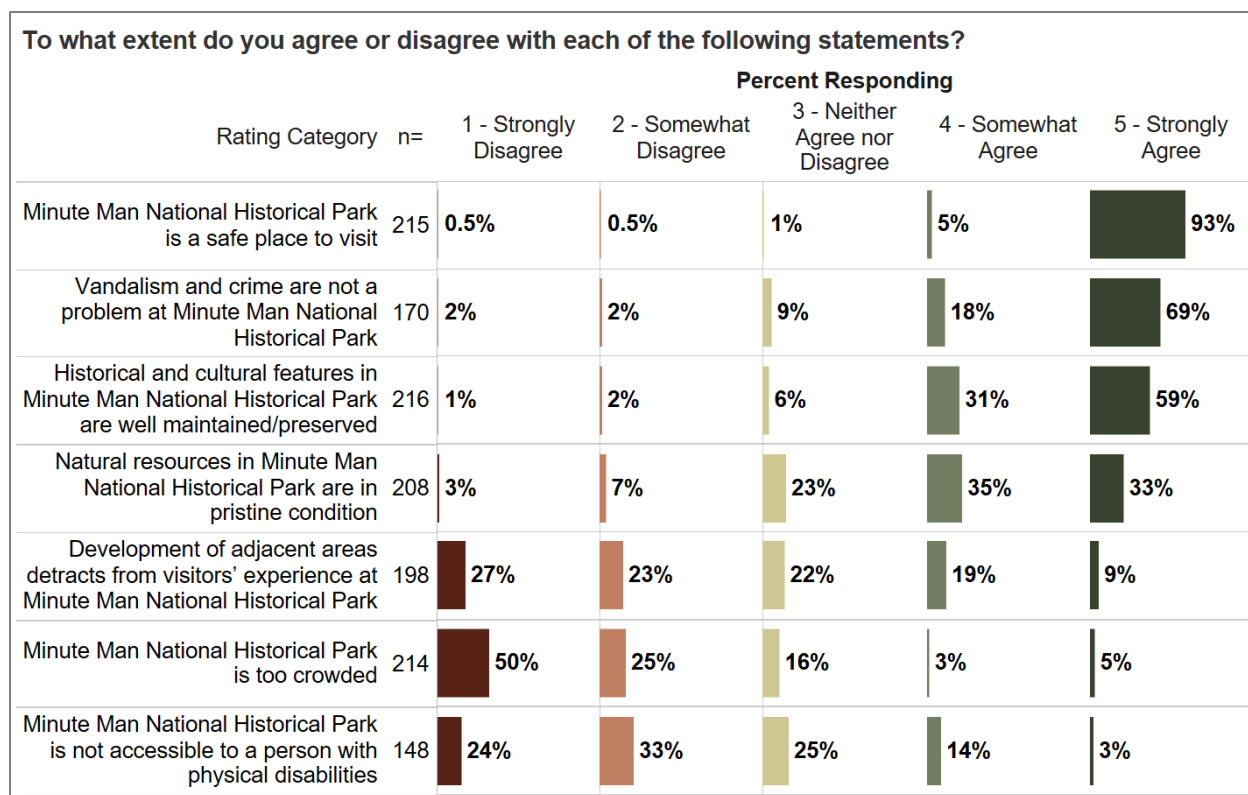


Figure 29. Rating Minute Man NHP experience. Tabular data shown in this figure are presented in [Appendix A, Table 17](#).

NPS

- From all the statements listed, “Minute Man NHP is a safe place to visit” received the most consensus with a combined 98% of respondents saying they either strongly or somewhat agree with it. That was followed by “vandalism and crime are not a problem at Minute Man NHP” and “historical and cultural features in Minute Man NHP are well maintained/preserved” (87% and 90% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “Minute Man NHP is too crowded” and “Minute Man NHP is not accessible to a person with physical disabilities” received the least support, with 8% and 17% of respondents, respectively, either somewhat or strongly agreeing with these statements, and 50% and 24% of respondents, respectively, strongly disagreeing with each of them.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Minute Man NHP (Figure 30).

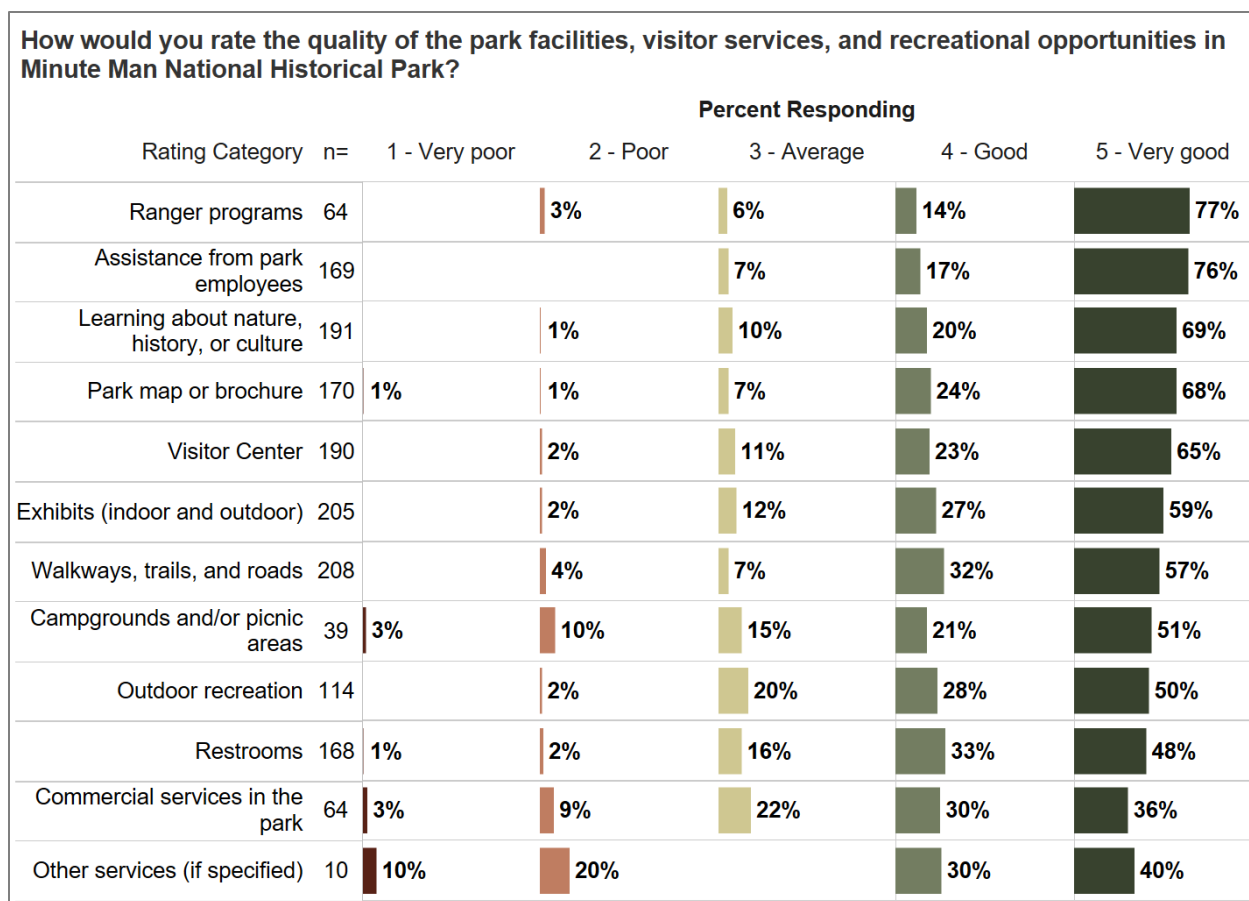


Figure 30. Rating the quality of specific Minute Man NHP facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in [Appendix A, Table 18](#).

NPS

- At least half of respondents (ranging from 50% to 77%) rated ranger programs, assistance from park employees, learning about nature, history, or culture, the park map or brochure, the visitor center, indoor and outdoor exhibits, walkways, trails, and roads, campgrounds and/or picnic areas, and outdoor recreation opportunities as very good.
- Conversely, fewer than half of respondents rated restrooms and commercial services in the park as very good. For these ratings categories, respondents were likely to say that they were either not available, or they did not use them.

Finally, respondents were asked to rate overall quality of the park facilities, visitor services, and recreation opportunities (Figure 31).

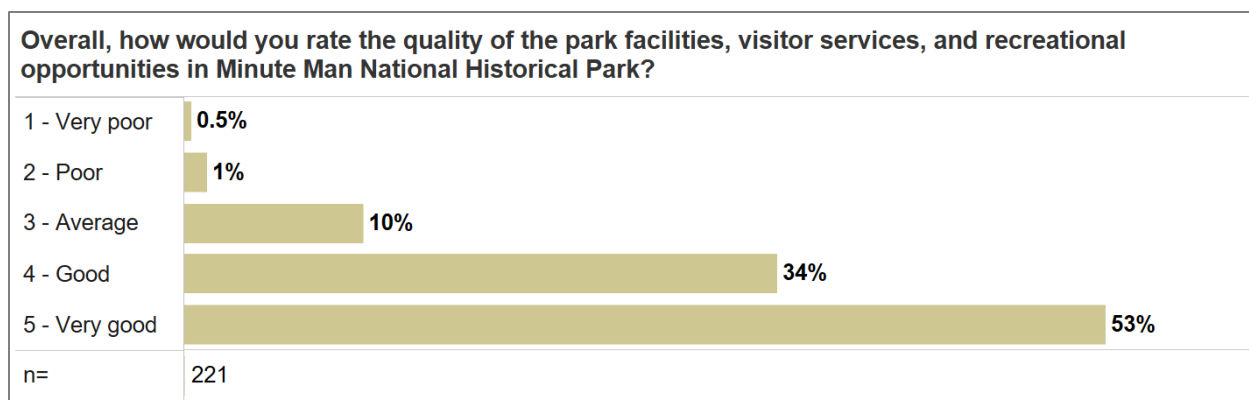


Figure 31. Rating overall quality of Minute Man NHP facilities, visitor services, and recreational opportunities.

NPS

- In general, a majority of respondents (53%) rated the quality of the park facilities, visitor services, and recreational opportunities in Minute Man NHP as very good, and another 34% rated them as good.
- Just about one in eight respondents (11.5%) rated the overall quality as average or below.

Questions 30–38: Background/Demographics

In the final section of the post-trip survey, respondents were asked various questions about their personal and household demographics. Figure 32 depicts descriptive statistics for respondent age and education.

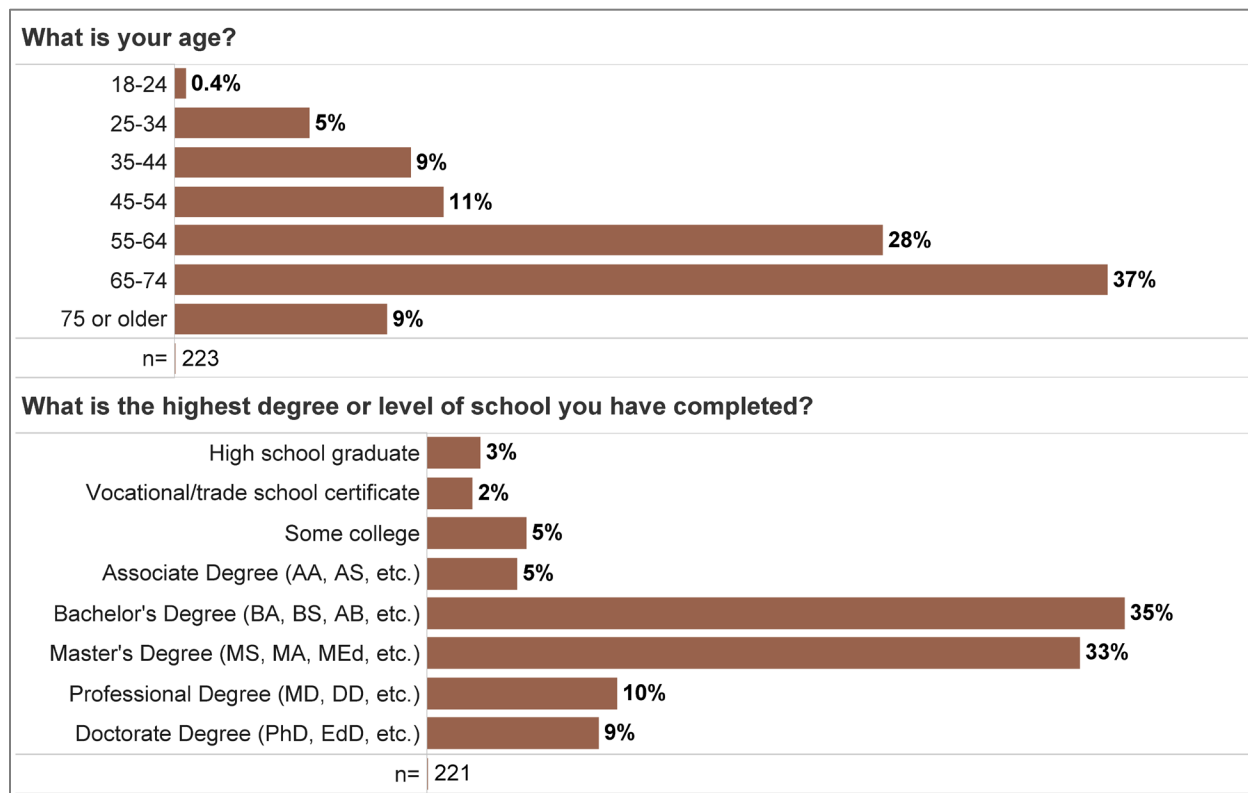


Figure 32. Respondent demographics: age and level of education.

NPS

- The most common age categories were 65 to 74 years old (37%), 55 to 64 years old (28%), and 45 to 54 years old (11%). The least represented age group was 18 to 24 years old (only 0.4% of the participants surveyed).
- Most survey respondents reported obtaining higher education, with a combined 92% having some college degree, and a plurality (35%) holding a bachelor's degree.

Respondents were also asked to identify their race(s) and if they were of Hispanic, Latino or Spanish origin (Figure 33).

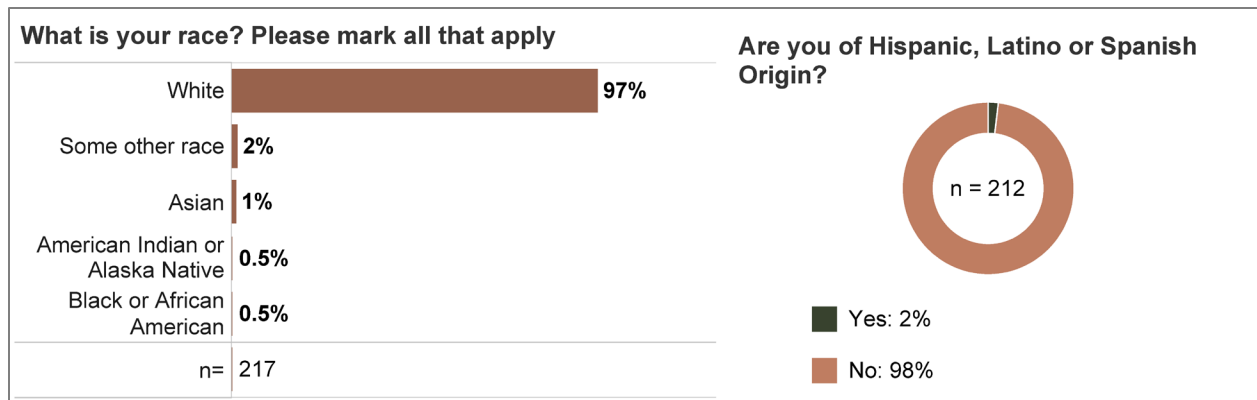


Figure 33. Respondent demographics: race and ethnicity.

NPS

- The majority of respondents (97%) were White, while 2% were a race not specified in the list.
- Most respondents (98%) were not of Hispanic, Latino or Spanish origin.

At a household level, respondents were asked to report annual income and number of contributors, as well as how many people (adults and children) live in their household (Figure 34).

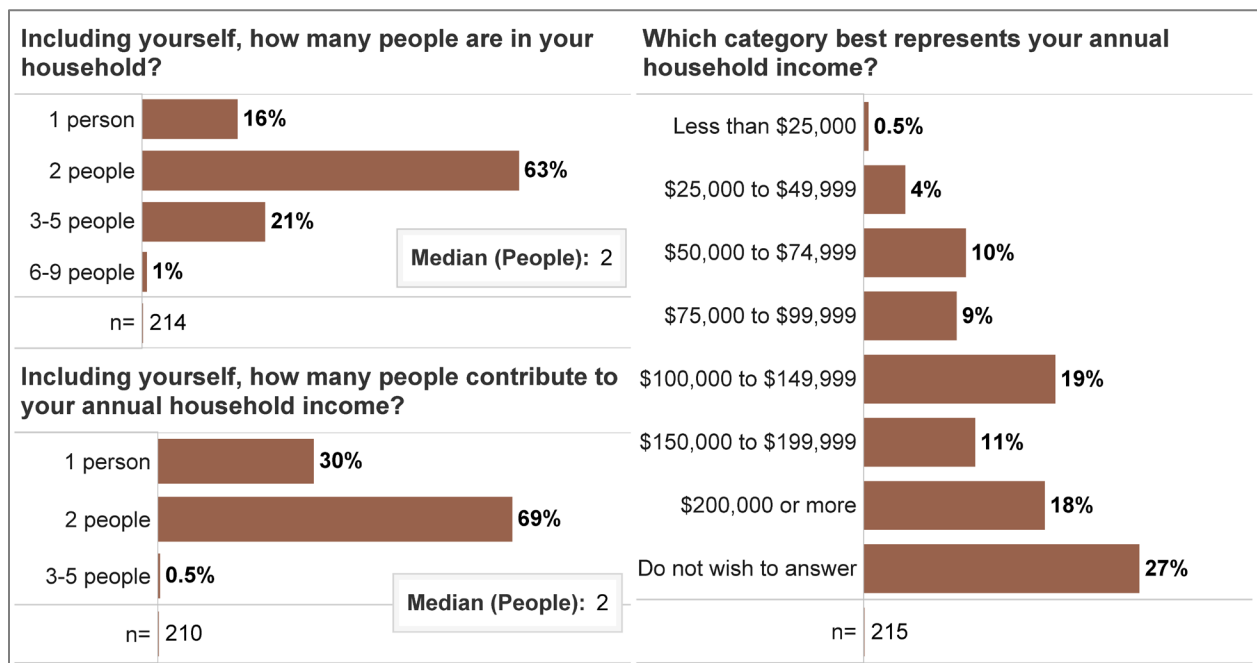


Figure 34. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in [Appendix A, Table 19](#).

NPS

- Nearly two-thirds of respondents (63%) had two people in their household, followed by three to five people (another 21%).
- In addition to obtaining higher education, visitors surveyed at Minute Man NHP also reported relatively high income levels. Nearly one-third of respondents (30%) reported that their annual household income was between \$100,000 and \$199,999, and another 18% earned \$200,000 or more. More than a quarter (27%) of respondents preferred not to provide their income category.
- More than two-thirds of respondents (69%) came from a dual-income household.

Finally, respondents were asked about their language preference (Figure 35).

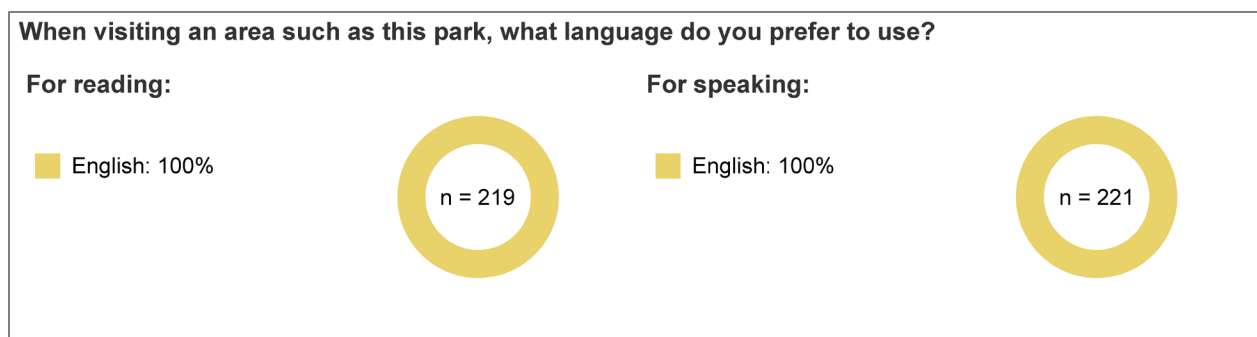


Figure 35. Respondent's language preference.

NPS

- While 2% of respondents were of Hispanic, Latino or Spanish origin, all respondents (100%) preferred to use English both for reading and speaking when visiting an area such as Minute Man NHP.

Literature Cited

National Park Service (NPS). 2024. 2024 Socioeconomic Monitoring of Minute Man National Historical Park: Visitor intercept and post-trip surveys.
<https://irma.nps.gov/DataStore/Reference/Profile/2317400>

Appendix A: Accessible Tables

Tables 8 through 19 contain tabular data from figures found in the body of the report.

Table 8. Data from [Figure 6](#). Number of nights spent in the local area around Minute Man NHP, by accommodation type.

Accommodation Type	Sample Size (n)	Median
Camping outside Minute Man NHP	23	4
Lodging outside Minute Man NHP	279	3
Unpaid accommodations	49	4

Table 9. Data from [Figure 7](#). Number of adults and children in respondent's personal group, and total group size, while visiting Minute Man NHP.

Group Composition	Sample Size (n)	Median
Adults	690	2
Children	690	0
Total group size	690	2

Table 10. Data from [Figure 13](#). Number of people in or on respondent's vehicle when entering Minute Man NHP.

Question	Sample Size (n)	Median
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Minute Man NHP?	652	2
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Minute Man NHP?	10	2
[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Minute Man NHP?	1	1

Table 11. Data from [Figure 14](#). Previous visits to Minute Man NHP.

Question	Sample Size (n)	Median
[If not first-time visitor] Including this visit, how many visits have you made to Minute Man NHP over the past 12 months?	304	2
[If not first-time visitor] Including this visit, how many visits have you made to Minute Man NHP over the past five years?	304	6

Table 12. Data from [Figure 15](#). Visits made to other NPS sites within the past year.

Question	Sample Size (n)	Median
How many visits have you made to other NPS sites over the past 12 months?	686	2

Table 13. Data from [Figure 21](#). Reasons or motivations to visit Minute Man NHP.

Rating Category	Sample Size (n)
To visit a National Park Service site	207
To experience solitude	200
To hear the sounds of nature/quiet	209
To learn more about nature	201
To learn more about American history and culture	209
To spend time with family/friends	204
To get physical exercise	212
To view wildlife or natural scenery	211
To relax	206
To view dark night sky/stars	190
Other (if specified)	27

Table 14. Data from [Figure 24](#). Use of personal electronic devices while visiting Minute Man NHP.

Device Use	Sample Size (n)
Make/receive a cell phone call	209
Send/receive a text message	214
Search the internet/email	204
GPS/Navigation	211
Share pics/videos/audio via social media	204
Listen to/use an NPS podcast	193
Other (if specified)	71

Table 15. Data from [Figure 25](#). The importance of the use of personal electronic devices while visiting Minute Man NHP.

Device Use	Sample Size (n)
Make/receive a cell phone call	202
Send/receive a text message	200
Search the internet/email	198
GPS/Navigation	205
Share pics/videos/audio via social media	195
Listen to/use an NPS podcast	190
Other (if specified)	44

Table 16. Data from [Figure 26](#). Quality of service for personal electronic devices while visiting Minute Man NHP.

Device Use	Sample Size (n)
Make/receive a cell phone call	90
Send/receive a text message	113
Search the internet/email	112
GPS/Navigation	122
Share pics/videos/audio via social media	74
Listen to/use an NPS podcast	39
Other (if specified)	11

Table 17. Data from [Figure 29](#). Rating Minute Man NHP experience.

Rating Category	Sample Size (n)
Minute Man NHP is a safe place to visit	214
Minute Man NHP is too crowded	213
Natural resources in Minute Man NHP are in pristine condition	207
Vandalism and crime are not a problem at Minute Man NHP	169
Minute Man NHP is not accessible to a person with physical disabilities	147
Historical and cultural features in Minute Man NHP are well maintained/preserved	215
Development of adjacent areas detracts from visitors' experience at Minute Man NHP	197

Table 18. Data from [Figure 30](#). Rating the quality of Minute Man NHP facilities, visitor services, and recreational opportunities.

Rating Category	Sample Size (n)
Visitor Center	189
Exhibits (indoor and outdoor)	204
Restrooms	167
Walkways, trails, and roads	207
Campgrounds and/or picnic areas	38
Assistance from park employees	168
Park map or brochure	169
Ranger programs	64
Commercial services in the park (food, lodging, gifts, rental, etc.)	64
Other services (if specified)	10
Learning about nature, history, or culture	191
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	113

Table 19. Data from [Figure 34](#). Household demographics: annual household income and household size.

Question	Sample Size (n)	Median
Including yourself, how many people are in your household?	213	2
Including yourself, how many people contribute to your annual household income?	209	2

National Park Service
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Natural Resource Stewardship and Science

1201 Oakridge Drive, Suite 150
Fort Collins, CO 80525